

GOVDOC

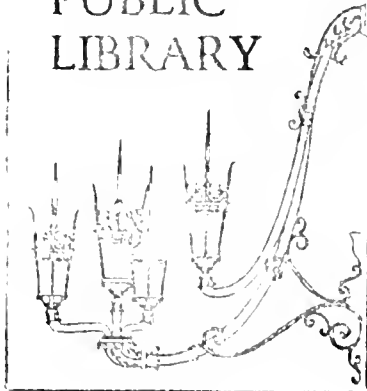
BRA

901

X

Adm. Trans.

BOSTON
PUBLIC
LIBRARY





BOSTON PUBLIC LIBRARY

HARBORWALK - PHASE 1 SIGNAGE SYSTEM

GOVDOC

Redevelopment Authority, Stephen Coyle, Director

BRA

901

2

Additional



WILLIAM FLEMING ASSOCIATES

architect / landscape architect

Laughlin / Winkler

graphic designer

Malyszko Photography

photographer

PM Designs, Inc.

exhibit designer

WFA

4 January 1989

Ms. Emel Hadzipasic, Senior Planner
Harbor Planning and Development
One First Avenue (Building 34)
Charlestown Navy Yard
Boston, MA 02129

RE: REQUEST FOR QUALIFICATIONS
HARBORWALK, PHASE I SIGNAGE SYSTEM

WFA #8850

Dear Ms. Hadzipasic:

William Fleming Associates is pleased to submit our qualifications for professional design services for the Harborwalk Phase I Signage System. We appreciate the opportunity to present our team and to outline our qualifications.

I have assembled a group of Boston-based artists who have demonstrated their talents and are recognized in their respective design communities. Not only talented, this team is quite familiar with the project area, the history of the waterfront and its importance to the visitors and residents of the City and its neighborhoods. Having worked with each of the principals in the past, I am confident that the team will function expeditiously and effectively on the Harborwalk project.

The design approach to be taken by the team is a traditional architectural approach which recognizes that the examination of the program requirements as well as a thorough site investigation will define and clarify options, opportunities and limitations in the design process. We intend to request continuous comment and review by the Boston Redevelopment Authority as well as the Department of Environmental Management and the Executive Office of Environmental Affairs. We also intend to involve the community by working with the Boston Redevelopment Authority to set up appropriate liaisons with each of the individual neighborhoods within the Harborwalk project area.

The design team has a full range of knowledge and capacity to utilize the various types of communication currently being implemented. We hope to incorporate the traditional (directional signage and historic granite paving panels) as well as special kiosks or structures containing high tech informational exhibits.

WFA

4 January 1989

Page Two

The siting of each sign involves the special study of the program, use and activity time frame. These specific sites will be treated on an individual basis in order to provide the best association with that particular space. Therefore, a fully integrated design approach dealing with all aspects of this particular sign will be our priority.

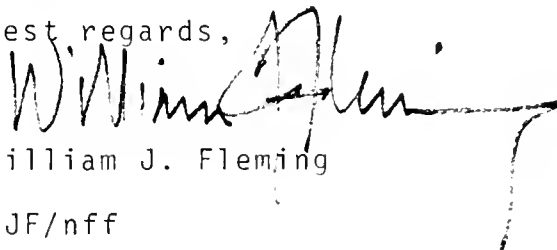
I have included illustrations of some of the projects which William Fleming Associates has worked on with Laughlin/Winkler, graphic designers; Malyszko Photography, photographer; and PM Designs, Inc., exhibit designer. In each case, a unique solution was designed and executed. We believe that we can create an extremely contextural sign system that can easily adapt to the remaining Harborwalk project areas.

Our team can and will meet the anticipated design schedule in an expeditious manner and has experience in working with public agencies, complying with all regulatory requirements.

In summary, our highly qualified team of professionals is confident that our carefully designed public participation approach to this planning, design and management problem will yield a solution most satisfactory to the Boston Redevelopment Authority, its consultants, and to the generations of people who will utilize this Harborwalk system.

Please do not hesitate to contact me if you have any questions or require additional information.

Best regards,

A handwritten signature in dark ink, appearing to read 'William J. Fleming', with a long horizontal flourish extending to the right.

William J. Fleming

WJF/nff

1. Firm Name / Business Address

WFA William Fleming Associates
15 Stone Avenue
Winchester, MA 01890

617 - 721-2401

1a. Submittal is for ☒ Parent Company ☐ Branch or Subsidiary Office2. Year Present Firm
Established: 1988

3. Date Prepared: 3 Jan. 1989

4. Specify type of ownership and check below, if applicable

Sole proprietor

☒ A. Small Business☐ B. Small Disadvantaged Business☐ C. Woman-owned Business

5. Name of Parent Company, if any:

Same as above.

5a. Former Parent Company Name(s), if any, and Year(s) Established:

Copley Fleming Associates 1986 - 1988
William J. Fleming Architect 1985

6. Names of not more than Two Principals to Contact. Title / Telephone

- 1) William J. Fleming, Principal - 617-721-2401
2)

7. Present Offices: City / State / Telephone / No. Personnel Each Office

Winchester / MA / 617-721-2401 / 4

7a. Total Personnel

4

8. Personnel by Discipline: (List each person only once, by primary function)

1 Administrative	Electrical Engineers	Oceanographers
1 Architects	Estimators	Planners: Urban/Regional
Chemical Engineers	Geologists	Sanitary Engineers
Civil Engineers	Hydrologists	Soils Engineers
Construction Inspectors	Interior Designers	Specification Writers
2 Draftsmen	1 Landscape Architects	Structural Engineers
Ecologists	Mechanical Engineers	Surveyors
Economists	Mining Engineers	Transportation Engineers

9. Summary of Professional Services Fees Received (Insert index number)

Direct Federal contract work, including overseas

All other domestic work

All other foreign work*

*Firms interested in foreign work, but without such experience, check here: ☒ XI

Last 5 Years (most recent year first)

1988	1987	1986	1985	19
0	0	0	0	
1	3	2	1	
0	0	0	0	

Ranges of Professional Services Fees

INDEX

- | | |
|---|-----------------------------|
| 1 | Less than \$100,000 |
| 2 | \$100,000 to \$250,000 |
| 3 | \$250,000 to \$500,000 |
| 4 | \$500,000 to \$1 million |
| 5 | \$1 million to \$2 million |
| 6 | \$2 million to \$5 million |
| 7 | \$5 million to \$10 million |
| 8 | \$10 million or greater |

Experience Profile Code Numbers for use with questions 10 and 11

- 001 Acoustics; Noise Abatement
- 002 Aerial Photogrammetry
- 003 Agricultural Development; Grain Storage; Farm Mechanization
- 004 Air Pollution Control
- 005 Airports; Navalds; Airport Lighting; Aircraft Fueling
- 006 Airports; Terminals & Hangars; Freight Handling
- 007 Arctic Facilities
- 008 Auditoriums & Theatres
- 009 Automation; Controls; Instrumentation
- 010 Barracks; Dormitories
- 011 Bridges
- 012 Cemeteries (*Planning & Relocation*)
- 013 Chemical Processing & Storage
- 014 Churches, Chapels
- 015 Codes; Standards; Ordinances
- 016 Cold Storage; Refrigeration; Fast Freeze
- 017 Commercial Buildings (*low rise*); Shopping Centers
- 018 Communications Systems; TV; Microwave
- 019 Computer Facilities; Computer Service
- 020 Conservation and Resource Management
- 021 Construction Management
- 022 Corrosion Control; Cathodic Protection; Electrolysis
- 023 Cost Estimating
- 024 Dams (*Concrete; Arch*)
- 025 Dams (*Earth, Rock*); Dikes; Levees
- 026 Desalination (*Process & Facilities*)
- 027 Dining Halls; Clubs; Restaurants
- 028 Ecological & Archeological Investigations
- 029 Educational Facilities; Classrooms
- 030 Electronics
- 031 Elevators, Escalators, People-Movers
- 032 Energy Conservation; New Energy Sources
- 033 Environmental Impact Studies, Assessments or Statements
- 034 Fallout Shelters, Blast-Resistant Design
- 035 Field Houses; Gyms; Stadiums
- 036 Fire Protection
- 037 Fisheries; Fish Ladders
- 038 Forestry & Forest Products
- 039 Garages, Vehicle Maintenance Facilities; Parking Decks
- 040 Gas Systems (*Propane; Natural, Etc.*)
- 041 Graphic Design

- 042 Harbors; Jetties; Piers; Ship Terminal Facilities
- 043 Heating; Ventilating; Air Conditioning
- 044 Health Systems Planning
- 045 Highrise; Air-Rights; Type Buildings
- 046 Highways; Streets; Airfield Paving; Parking Lots
- 047 Historical Preservation
- 048 Hospital & Medical Facilities
- 049 Hotels; Models
- 050 Housing (*Residential, Multi-Family; Apartments; Condominiums*)
- 051 Hydraulics & Pneumatics
- 052 Industrial Buildings; Manufacturing Plants
- 053 Industrial Processes; Quality Control
- 054 Industrial Waste Treatment
- 055 Interior Design; Space Planning
- 056 Irrigation; Drainage
- 057 Judicial and Courtroom Facilities
- 058 Laboratories; Medical Research Facilities
- 059 Landscape Architecture
- 060 Libraries; Museums; Galleries
- 061 Lighting (*Interiors; Display; Theatre, Etc.*)
- 062 Lighting (*Exteriors; Streets; Memorials; Athletic Fields, Etc.*)
- 063 Materials Handling Systems; Conveyors; Sorters
- 064 Metallurgy
- 065 Microclimatology; Tropical Engineering
- 066 Military Design Standards
- 067 Mining & Mineralogy
- 068 Missile Facilities (*Silos; Fuels; Transport*)
- 069 Modular Systems Design; Pre-Fabricated Structures or Components
- 070 Naval Architecture; Off-Shore Platforms
- 071 Nuclear Facilities; Nuclear Shielding
- 072 Office Buildings; Industrial Parks
- 073 Oceanographic Engineering
- 074 Ordnance; Munitions; Special Weapons
- 075 Petroleum Exploration; Refining
- 076 Petroleum and Fuel (*Storage and Distribution*)
- 077 Pipelines (*Cross-Country—Liquid & Gas*)
- 078 Planning (*Community, Regional, Area-wide and State*)
- 079 Planning (*Site, Installation, and Project*)
- 080 Plumbing & Piping Design
- 081 Pneumatic Structures; Air-Support Buildings
- 082 Postal Facilities
- 083 Power Generation, Transmission, Distribution
- 084 Prisons & Correctional Facilities
- 085 Product, Machine & Equipment Design
- 086 Radar; Sonar; Radio & Radar Telescopes
- 087 Railroad; Rapid Transit
- 088 Recreation Facilities (*Parks, Marnas, Etc.*)
- 089 Rehabilitation (*Buildings; Structures; Facilities*)
- 090 Resource Recovery; Recycling
- 091 Radio Frequency Systems & Shieldings
- 092 Rivers; Canals; Waterways; Flood Control
- 093 Safety Engineering; Accident Studies; OSHA Studies
- 094 Security Systems; Intruder & Smoke Detection
- 095 Seismic Designs & Studies
- 096 Sewage Collection, Treatment and Disposal
- 097 Soils & Geologic Studies; Foundations
- 098 Solar Energy Utilization
- 099 Solid Wastes; Incineration; Land Fill
- 100 Special Environments; Clean Rooms, Etc.
- 101 Structural Design; Special Structures
- 102 Surveying; Platting; Mapping; Flood Plain Studies
- 103 Swimming Pools
- 104 Storm Water Handling & Facilities
- 105 Telephone Systems (*Rural; Mobile; Intercom, Etc.*)
- 106 Testing & Inspection Services
- 107 Traffic & Transportation Engineering
- 108 Towers (*Self-Supporting & Guyed Systems*)
- 109 Tunnels & Subways
- 110 Urban Renewals; Community Development
- 111 Utilities (*Gas & Steam*)
- 112 Value Analysis; Life-Cycle Costing
- 113 Warehouses & Depots
- 114 Water Resources; Hydrology; Ground Water
- 115 Water Supply; Treatment and Distribution
- 116 Wind Tunnels; Research/Testing Facilities Design
- 117 Zoning; Land Use Studies
- 201 _____
- 202 _____
- 203 _____
- 204 _____
- 205 _____

Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)
1)			11)			21)			21)		
2)			12)			22)			22)		
3)			13)			23)			23)		
4)			14)			24)			24)		
5)			15)			25)			25)		
6)			16)			26)			26)		
7)			17)			27)			27)		
8)			18)			28)			28)		
9)			19)			29)			29)		
10)			20)			30)			30)		

11. Project Examples, Last 5 Years

Profile Code	"P", "C", "JV", or "IE"	Project Name and Location	Owner Name and Address	Cost of Work (in thousands)	Completion Date (Actual or Estimated)
041 059	P	1 Upton Technology Park Site Identity Program Wilmington, MA	PGA Realty Trust 565 Turnpike Street, Suite 80 N. Andover, MA 01845	\$125	1989
062 059	C	2 Easton Country Club Easton, MA	Easton Country Club 261 Purchase Street Easton, MA 02334	\$ 75	1989
059	C	3 Scituate Country Club Scituate, MA	Bonwood Company 248 Chauncy St. Mansfield, MA	\$150	1989
059	C	4 Silver Heights Afford. Hsg. Bellingham, MA	The Rosenfeld Company P.O. Box 472 Hopedale, MA 01747	\$150	1990
059	C	5 Valley Gardens Condominiums Norwood, MA	Brenner Associates P.O. Box 105, 10 Pleasant St Brookline, MA 02146	\$250	1988
059	C	6 689 Project Milford, MA	ECCD 100 Cambridge Street Boston, MA 02202	\$ 50	1990
059	C	7 Glen Ridge Health Care Center Malden, MA	Glen Ridge Nursing Care Ctr. Hospital Road Malden, MA	\$200	1989

059	C	8 Tilton Development Tilton, NH	Tage Inn Corporation 984 Morrissey Blvd. Dorchester, MA 02122	\$250	1990
059	C*	9 Tage Inn Milford, MA	Tage Inn Corporation 934 Morrissey Blvd.	\$ 75	1989
059	C	10 Proposed Hotel Storrs, CT	Ahearn-Schopfer & Assoc. 321 Dartmouth Street Boston, MA	\$500	--
041 059 089	P*	11 Captains Quarters Hyannis, MA	Humbert and Barnes Joy Street Boston, MA	\$ 00	1986
041	P*	12 Westborough Technology Park Site Identity Program Westborough, MA	The Chiofaro Company One Post Office Square Boston, MA	\$150	1936
059	C*	13 Brigham and Womens Hospital Boston, MA	Brigham and Womens Hospital Boston, MA	\$275	1987
021	P*	14 Northrop Corp. "Rodwall" Los Angeles, CA	Northrop Corporation Century City Los Angeles, CA	NA	1985
059	C*	15 Exterior Artwork Program King Fahd International Airport	BCMI San Francisco, CA	NA	1990s
041 059	P*	16 South Postal Annex Rehab. Boston, MA.	U.S. Postal Service Washington, D.C.	--	1976
041	P*	17 Mass. General Hospital Boston, MA	Mass. General Hospital Boston, MA	--	1976
059	C*	18 Residence Hall Westfield, MA	College Building Authority Boston, MA	\$300	1989
059	C*	19 Quadrangle, Fay School Southboro, MA	Fay School Main Street Southboro, MA	\$300	1988

041 059	*	20	L'Esprit Sales Center LaGrange, KY	LASMA East LaGrange, KY	\$300	1985
041	P*	21	Seafirst Bank Artwork Prog. Seattle, WA	Seafirst Corporation Seattle, WA	---	1985
059	P*	22	Harvard Community Health Plan Kenmore Center, Boston, MA	HCHP 1 Fenway Plaza, Boston, MA	\$ 15	1979
059	P*	23	Harvard Community Health Plan Wellesley Center Wellesley, MA	HCHP 1 Fenway Plaza, Boston, MA	\$ 20	1980
059	P*	24	Harvard Comm. Health Plan Braintree Center Braintree, MA	HCHP 1 Fenway Plaza, Boston, MA	\$ 75	1983
059	P*	25	Harvard Comm. Health Plan Medford Center Medford, MA	HCHP 1 Fenway Plaza, Boston, MA	\$ 25	1981
059	P*	26	Harvard Comm. Health Plan Southboro Center Southboro, MA	HCHP 1 Fenway Plaza, Boston, MA	\$ 25	1984
050 059	P*	27	Hamilton Park Norwich, CT	Hamilton Park Associates Boylston Street Chestnut Hill, MA	\$ 6M	1980
039 050	P*	28	Reservoir Towers Brighton, MA	Continental Wingate Central Wharf Boston, MA	\$ 9M	1979
		29				
		30				
12. The foregoing is a statement of facts				William J. Fleming Principal	Date: 1/3/89	

Signature: *William J. Fleming*

Typed Name and Title:

STANDARD FORM 254 (REV. 10-81)

Architect-Engineer
and Related Services
Questionnaire for
Specific Project

255

Standard Form 255
General Services Administration,
Washington, D C 20405
Fed Proc Reg (41 CFR) 1-16 . 803
Armed Svc. Proc. Reg 18-403

Each firm participating in the joint venture should have a Standard Form 254 on file with the contracting office receiving this form. Firms which do not have such forms on file should provide same immediately along with a notation at the top of page 1 of the form regarding their association with this joint venture submitted.

6 If respondent is not a joint venture, but intends to use outside (as opposed to in house or permanently and formally affiliated) consultants or associates, he should provide names and addresses of all such individuals or firms, as well as their particular areas of technical/professional expertise, as it relates to this project. Existence of previous working relationships should be noted. If more than eight outside consultants or associates are anticipated, attach an additional sheet containing requested information.

7 Regardless of whether respondent is a joint venture or an independent firm, provide brief resumes of key personnel expected to participate on this project. Care should be taken to list only those personnel and specialists who will have major responsibilities. Each resume must include: (a) name of each key person and his or her title; (b) the project assignment or role which that person will be expected to fulfill in connection with this project; (c) the name of the firm or organization if any with whom that individual is presently associated; (d) years of relevant experience with present firm and other firms; (e) the highest academic degree achieved and the discipline covered (if more than one highest degree, such as two Ph.D.'s, list both); the year received and the particular technical/professional discipline which that individual will bring to the project; (f) if registered as an architect, engineer, surveyor, etc., show only the field of registration and the year that such registration was first acquired. If registered in several states, do not list states; and (g) a synopsis of experience, training or other qualities which reflect individual's potential contribution to this project. Include such data as familiarity with Government or agency procedures, similar type of work performed in the past, management abilities, familiarity with the geographic area, relevant foreign language capabilities, etc. Please limit synopses of experience to directly relevant information.

8 List up to ten projects which demonstrate the firm's or joint venture's competence to perform work similar to that likely to be required on this project. The more recent such projects, the better. Prime consideration will be given to

projects which illustrate respondent's capability for performing work similar to that being sought. Required information must include: (a) name and location of project; (b) brief description of type and extent of services provided for each project (submissions by joint ventures should indicate which member of the joint venture was the prime on that particular project and what role it played); (c) name and address of the owner of that project (if Government agency indicate responsible office); (d) completion date (actual when available, other wise estimated); (e) total construction cost of completed project (or where no construction was involved, the approximate cost of your work) and that portion of the cost of the project for which the named firm was/is responsible.

9 List only those projects which the A E firm or joint venture, or members of the joint venture, are currently performing under direct contract with an agency or department of the Federal Government. Exclude any grant or loan projects being financed by the Federal Government but being performed under contract to other non-Federal governmental entities. Information provided under each heading is similar to that requested in the preceding item 8, except for (d) "Percent Complete." Indicate in this item the percentage of A E work completed upon filing this form.

10 Through narrative discussion, show reason why the firm or joint venture submitting this questionnaire believes it is especially qualified to undertake the project. Information provided should include, but not be limited to, such data as: specialized equipment available for this work, any awards or recognition received by a firm or individuals for similar work, required security clearances, special approaches or concepts developed by the firm relevant to this project, etc. Respondents may say anything they wish in support of their qualifications. When appropriate, respondents may supplement this proposal with graphic material and photographs which best demonstrate design capabilities of the team proposed for this project.

11 Completed forms should be signed by the chief executive officer of the joint venture (thereby attesting to the concurrence and commitment of all members of the joint venture), or by the architect/engineer principal responsible for the conduct of the work in the event it is awarded to the organization submitting this form. Joint ventures selected for subsequent discussions regarding this project must make available a statement of participation signed by a principal of each member of the joint venture. **ALL INFORMATION CONTAINED IN THIS FORM SHOULD BE CURRENT AND FACTUAL**

Architect-Engineer and Related Services Questionnaire for Specific Project

255

Purpose:

This form is a supplement to the "Architect Engineer and Related Services Questionnaire" (SF 254). Its purpose is to provide additional information regarding the qualifications of interested firms to undertake a specific Federal A-E project. Firms, or branch offices of firms, submitting this form should enclose (or already have on file with the appropriate office of the agency) a current (within the past year) and accurate copy of the SF 254 for that office.

The procurement official responsible for each proposed project may request submission of the SF 255 "Architect Engineer and Related Services Questionnaire for Specific Project" in accord with applicable civilian and military procurement regulations and shall evaluate such submissions, as well as related information contained on the Standard Form 254 and any other performance data on file with the agency and shall select firms for subsequent discussions leading to contract award in conformance with Public Law 42-582. This form should only be filed by an architect engineer or related services firm when requested to do so by the agency or by a public announcement. Responses should be as complete and accurate as possible, contain data relative to the specific project for which you wish to be considered, and should be provided, by the required due date, to the office specified in the request or public announcement.

This form will be used only for the specified project. Do not refer to this submittal in response to other requests or public announcements.

Definitions:

"Architect-engineer and related services" are those professional services associated with research, development, design and construction, alteration, or repair of real property, as well as incidental services that members of these professions and those in their employ may logically or justifiably perform, including studies, investigations, surveys, evaluations, consultations, planning, programming, conceptual designs, plans and specifications, cost estimates, inspections, shop drawing reviews, sample recommendations, preparation of operating and maintenance manuals, and other related services.

"Principals" are those individuals in a firm who possess legal responsibility for its management. They may be owners, partners, corporate officers, associates, administrators, etc.

"Discipline" as used in this questionnaire refers to the primary technological capability of individuals in the responding firm. Possession of an academic degree, professional registration, certification, or extensive experience in a particular field of practice normally reflects an individual's primary technical discipline.

"Joint Venture", is a collaborative undertaking of two or more firms or individuals for which the participants are both jointly and individually responsible.

"Key Persons, Specialists, and Individual Consultants", as used in this questionnaire, refer to individuals who will have major project responsibility or will provide unusual or unique capabilities for the project under consideration.

Instructions for Filing (Numbers below correspond to numbers contained in form):

- 1 Give name and location of the project for which this form is being submitted.
- 2 Provide appropriate data from the *Commerce Business Daily* (CBD) identifying the particular project for which this form is being filed.
 - 2a Give the date of the *Commerce Business Daily* in which the project announcement appeared or indicate "not applicable" (N/A) if the source of the announcement is other than the CBD.
 - 2b Indicate Agency identification or contract number as provided in the CBD announcement.
- 3 Show name and address of the individual or firm (or joint venture) which is submitting this form for the project.
 - 3a List the name, title, and telephone number of that principal who will serve as the point of contact. Such an individual must be empowered to speak for the firm on policy and contractual matters and should be familiar with the programs and procedures of the agency to which this form is directed.
 - 3b Give the address of the specific office which will have responsibility for performing the announced work.
- 4 Insert the number of personnel by discipline presently employed (on date of this form) at office specified in block 3b. While some personnel may be qualified in several disciplines, each person should be counted only once in accord with his or her primary function. Include clerical personnel as "administrative." Write in any additional disciplines: sociologists, biologists, etc. -- and number of people in each in blank spaces.
- 5 Answer only if this form is being submitted by a joint venture of two or more collaborating firms. Show the names and addresses of all individuals or organizations expected to be included as part of the joint venture and describe their particular areas of anticipated responsibility (i.e., technical disciplines, administrative, financial, sociological, environmental, etc.).
 - 5a Indicate by checking the appropriate box, whether this particular joint venture has worked together on other projects.

STANDARD
FORM (SF)

255

Architect-Engineer
Related Services
for Specific
Project

1 Project Name / Location for which Firm is Filing

Harborwalk, Phase I Signage System
Boston, MA

2a. Commerce Business
Daily Announcement
Date, if any:

2b. Agency Identification
Number, if any.

3. Firm (or Joint-Venture) Name & Address

William Fleming Associates
15 Stone Avenue
Winchester, MA 01890

3a. Name, Title & Telephone Number of Principal to Contact

William J. Fleming, Principal, 617-721-2401

3b. Address of office to perform work, if different from Item 3

4. Personnel by Discipline: (List each person only once, by primary function.)

1 Administrative
1 Architects
Chemical Engineers
Civil Engineers
Construction Inspectors
2 Draftsmen
Ecologists
Economists

Electrical Engineers
Estimators
Geologists
Hydrologists
Interior Designers
1 Landscape Architects
Mechanical Engineers
Mining Engineers

Oceanographers

1 Planners: Urban/Regional
Sanitary Engineers
Soils Engineers
Specification Writers
Structural Engineers
Surveyors
Transportation Engineers
4 Total Personnel

5. If submittal is by JOINT-VENTURE list participating firms and outline specific areas of responsibility (including administrative, technical and financial) for each firm: (Attach SF 254 for each if not on file with Procuring Office.)

5a Has this Joint-Venture previously worked together? | | yes | | no

STANDARD FORM (SF) 255 Architect-Engineer Related Services for Specific Project	1 Project Name / Location for which Firm is Filing Harborwalk, Phase I Signage System Boston, MA	2a Commerce Business Daily Announcement Date, if any:	2b Agency Identification Number, if any:				
3. Firm (or Joint-Venture) Name & Address William Fleming Associates 15 Stone Avenue Winchester, MA 01890		3a. Name, Title & Telephone Number of Principal to Contact William J. Fleming, Principal, 617-721-2401 3b. Address of office to perform work, if different from item 3					
4. Personnel by Discipline: (List each person only once, by primary function.) <table border="0"> <tr> <td> <input checked="" type="checkbox"/> Administrative <input checked="" type="checkbox"/> Architects <input type="checkbox"/> Chemical Engineers <input type="checkbox"/> Civil Engineers <input type="checkbox"/> Construction Inspectors <input checked="" type="checkbox"/> Draftsmen <input type="checkbox"/> Ecologists <input type="checkbox"/> Economists </td> <td> <input type="checkbox"/> Electrical Engineers <input type="checkbox"/> Estimators <input type="checkbox"/> Geologists <input type="checkbox"/> Hydrologists <input type="checkbox"/> Interior Designers <input checked="" type="checkbox"/> Landscape Architects <input type="checkbox"/> Mechanical Engineers <input type="checkbox"/> Mining Engineers </td> <td> <input type="checkbox"/> Oceanographers <input checked="" type="checkbox"/> Planners: Urban/Regional <input type="checkbox"/> Sanitary Engineers <input type="checkbox"/> Soils Engineers <input type="checkbox"/> Specification Writers <input type="checkbox"/> Structural Engineers <input type="checkbox"/> Surveyors <input type="checkbox"/> Transportation Engineers </td> <td> <input type="checkbox"/> Total Personnel <input checked="" type="checkbox"/> 4 </td> </tr> </table>				<input checked="" type="checkbox"/> Administrative <input checked="" type="checkbox"/> Architects <input type="checkbox"/> Chemical Engineers <input type="checkbox"/> Civil Engineers <input type="checkbox"/> Construction Inspectors <input checked="" type="checkbox"/> Draftsmen <input type="checkbox"/> Ecologists <input type="checkbox"/> Economists	<input type="checkbox"/> Electrical Engineers <input type="checkbox"/> Estimators <input type="checkbox"/> Geologists <input type="checkbox"/> Hydrologists <input type="checkbox"/> Interior Designers <input checked="" type="checkbox"/> Landscape Architects <input type="checkbox"/> Mechanical Engineers <input type="checkbox"/> Mining Engineers	<input type="checkbox"/> Oceanographers <input checked="" type="checkbox"/> Planners: Urban/Regional <input type="checkbox"/> Sanitary Engineers <input type="checkbox"/> Soils Engineers <input type="checkbox"/> Specification Writers <input type="checkbox"/> Structural Engineers <input type="checkbox"/> Surveyors <input type="checkbox"/> Transportation Engineers	<input type="checkbox"/> Total Personnel <input checked="" type="checkbox"/> 4
<input checked="" type="checkbox"/> Administrative <input checked="" type="checkbox"/> Architects <input type="checkbox"/> Chemical Engineers <input type="checkbox"/> Civil Engineers <input type="checkbox"/> Construction Inspectors <input checked="" type="checkbox"/> Draftsmen <input type="checkbox"/> Ecologists <input type="checkbox"/> Economists	<input type="checkbox"/> Electrical Engineers <input type="checkbox"/> Estimators <input type="checkbox"/> Geologists <input type="checkbox"/> Hydrologists <input type="checkbox"/> Interior Designers <input checked="" type="checkbox"/> Landscape Architects <input type="checkbox"/> Mechanical Engineers <input type="checkbox"/> Mining Engineers	<input type="checkbox"/> Oceanographers <input checked="" type="checkbox"/> Planners: Urban/Regional <input type="checkbox"/> Sanitary Engineers <input type="checkbox"/> Soils Engineers <input type="checkbox"/> Specification Writers <input type="checkbox"/> Structural Engineers <input type="checkbox"/> Surveyors <input type="checkbox"/> Transportation Engineers	<input type="checkbox"/> Total Personnel <input checked="" type="checkbox"/> 4				
5. If submittal is by JOINT-VENTURE list participating firms and outline specific areas of responsibility (including administrative, technical and financial) for each firm: (Attach SF 254 for each if not on file with Procuring Office.)							

6 If respondent is not a joint-venture, list outside key Consultants/Associates anticipated for this project (Attach SF 254 for Consultants/Associates listed, if not already on file with the Contracting Office)

Name & Address	Specialty	Worked with Prime before (Yes or No)
Laughlin/Winkler 205 A Street Boston, MA 02210	Graphic Design	Yes
2) Malyszko Photography 90 South Street Boston, MA 02111	Photography	Yes
3) PM Designs Inc. 520 Harrison Avenue Boston, MA 02118	Special Exhibit Design	Yes
4)		
5)		
6)		

7 Brief resume of key persons, specialists, and individual consultants anticipated for this project

a Name & Title:

Michael Malyszko/Photographer

b Project Assignment

Photographer

c Name of Firm with which associated:

Malyszko Photography

d Years experience With This Firm 10

With Other Firms 0

e Education Degree(s) / Year / Specialization

BA/1973/Biology

f Active Registration Year First Registered/Discipline

NA

a Name & Title:

Phil Manker

b Project Assignment

Special Exhibit Designer

c Name of Firm with which associated

PM Designs Inc.

d Years experience With This Firm

With Other Firms

e Education Degree(s) / Years / Specialization

BA, Trinity College

Certificate, Boston Architectural Center

f Active Registration Year First Registered/Discipline

g Other Experience and Qualifications relevant to the proposed project

Award winning photographer located in the Boston area with first hand knowledge and experience in the city.

g Other Experience and Qualifications relevant to the proposed project

Award winning design/build custom graphic signage/exhibit fabricator.

7 Brief resume of key persons, specialists, and individual consultants anticipated for this project.

<p>a. Name & Title: William J. Fleming/Principal</p>	<p>a. Name & Title: Ellen Winkler/Partner</p>
<p>b. Project Assignment: Project Director</p>	<p>b. Project Assignment: Graphic Design Coordinator</p>
<p>c. Name of Firm with which associated: William Fleming Associates</p>	<p>c. Name of Firm with which associated: Laughlin Winkler</p>
<p>d. Years experience. With This Firm <u>1</u> With Other Firms <u>15</u></p>	<p>d. Years experience: With This Firm <u>7</u> With Other Firms <u>3</u></p>
<p>e. Education: Degree(s) / Year / Specialization B.S., 1972/Environmental Design B.Arch, 1978/Architecture</p>	<p>e. Education: Degree(s) / Years / Specialization BFA/1976/Graphics MFA/1978/Graphics</p>
<p>f. Active Registration: Year First Registered/Discipline 1980/Architect #4925 (Mass.) 1983/Landscape Architect #759 (Mass.)</p>	<p>f. Active Registration: Year First Registered/Discipline NA</p>
<p>g. Other Experience and Qualifications relevant to the proposed project: Throughout Mr. Fleming's landscape and architectural career he has been involved in numerous environmental design and graphic art projects. While at Vestj Design International his responsibilities included the study of public and private art installations along with integration of informational graphics and special lighting.</p>	<p>g. Other Experience and Qualifications relevant to the proposed project: Award winning graphic designer currently working with leading architects in the Boston area including letterhead, logos, brochures and associated architectural graphics.</p>

8. Work by firm or joint-venture members which best illustrates current qualifications relevant to this project (list not more than 10 projects).

a. Project Name & Location	b. Nature of Firm's Responsibility	c. Project Owner's Name & Address	d. Completion Date (actual or estimated)	e. Estimated Cost (in thousands)	
				Entire Project	Work for which Firm was/is responsible
(1) Upton Technology Park Wilmington, MA	Site Identity Pro/ Landscape Arch.	PGA Realty Trust 565 Turnpike Street N. Andover, MA 01845	1989	\$2M	\$125
(2) Westborough Tech Park Wilmington, MA	Site Identity Pro/ Landscape Arch.	The Chiofaro Company One Post Office Square Boston, MA	1986	\$150	\$150
(3) Captains Quarters Hyannis, MA	Site Rehabilitation	Humbert and Barnes Joy Street Boston, MA	1986	\$300	\$300
(4) Northrop Corp. Los Angeles, CA	Rodwall	Northrop Corporation Century City Los Angeles, CA	1985	NA	NA
(5) King Fhad Intern. Airport Saudi Arabia	Exterior/Interior Art Programs/ Landscape Arch.	BCMI San Francisco, CA	1990s	NA	NA
(6) Kuwait Waterfront Park, Kuwait	Graphic Design	Government of Kuwait	1990s	NA	NA
(7) South Postal Annex Boston, MA	Directional Graphics	U.S. Postal Service Washington, D.C.	1976	NA	NA
(8) Mass. General Hosp. Boston, MA	Informational Graphics	Mass. General Hospital Boston, MA	1976	NA	NA
(9)					
(10)					

9. All work by firms or joint-venture members currently being performed directly for Federal agencies N/A

a. Project Name & Location	b. Nature of Firm's Responsibility	c. Agency (Responsible Office) Name & Address	d. Percent complete	e. Estimated Cost (In Thousands)	
				Entire Project	Work for which firm is responsible

10 Use this space to provide any additional information or description of resources (including any computer design capabilities) supporting your firm's qualifications for the proposed project

11 The foregoing is a statement of facts

William J. Fleming

Date:

3/2/88

WFA

William Fleming Associates was formed to provide comprehensive landscape architectural design services, emphasizing an interdisciplinary approach with architects and engineers to total project design. The principal, William Fleming, has extensive project experience and has participated in many award winning and nationally recognized projects. He has organized an approach to design that is sympathetic and complimentary to both building design and site design, providing integrated and creative solutions to complex design and planning problems. The professional landscape architectural services the firm offers include:

PRE-PLANNING SITE ANALYSIS	Evaluation of the man-made and natural features that affect site development, such as wind, vegetation, slope, drainage, access, organization of existing structures, utilities, zoning, easements and surrounding context. Opportunities and constraints to development are summarized, from which potential development strategies can be identified.
DEVELOPMENT FEASIBILITY STUDIES	Alternative development plans, respectful of the site analysis guidelines, that illustrate the most efficient and cost effective arrangement of the client's program elements on the site.
CONSTRUCTION DOCUMENTS	Final working drawings and technical specifications that include all the necessary dimensions, details, materials, standards and references of the development so that bids can be received from general contractors and subcontractors.
BID ADMINISTRATION	Assist the client in the issuance of bid documents, bid review, and award or rejection of bids.
CONSTRUCTION OBSERVATION	Make periodic site visits as required and consistent with construction progress, to observe the quality and progress of the work and to determine in general if the work is proceeding in accordance with construction documents.

William Fleming Associates has participated in a number of successful historically significant landscapes, public parks and waterfront design projects in New England. In addition, WFA has project experience in commercial site development, multi-family housing, and office, manufacturing and industrial development.

WFA

William John Fleming

William Fleming has over fourteen years of landscape architectural experience on a wide range of projects. He served as project manager for the Newburyport Landing Public Park and site design coordinator for the King Fahd International Airport, Saudi Arabia, including the overall landscape master plan and interior planting for the terminal building. He has considerable project management experience on many housing projects in the New England region including Schooner Cove, RI; Summit Place, Norwood, MA and The Falls, Quincy, MA. Institutional projects such as The Fay School Quadrangle, Brigham and Women's Hospital Streetscape have recently been completed. His responsibilities at WFA include design, project management, construction observation and office management.

Previous Experience

1988 - Present	William Fleming Associates Principal
1986 - 1988	Copley Fleming Associates Principal
1983 - 1985	Vesti Design International Landscape Architect
1977 - 1983	Steffian-Bradley Associates Landscape Architect
1975 - 1977	Perry Dean Stahl & Rogers Designer
1974	Benjamin Thompson and Associates Landscape Designer

Education

1972	Bachelor of Science, Env. Design University of Massachusetts
1978	Bachelor of Architecture Boston Architectural Center

Registrations

No. 759	Landscape Architect Commonwealth of Massachusetts
No. 4925	Architect Commonwealth of Massachusetts
No. 32,961	National Council of Architectural Registration Boards (NCARB)

WFA

Jennifer Mills

Jennifer Mills recently joined the firm in 1988 and is a project manager at William Fleming Associates. Her prior experience as designer includes site planning for elderly and affordable housing projects on the South Shore and the Manomet Bird Observatory campus plan in Manomet, MA. Her responsibilities at WFA include design and management of the Glen Ridge Health Care Center, Medford, MA; the 689 Mentally Handicapped Housing in Milford, MA; the Tilton Hotel and Restaurant in Tilton, NH; Easton Country Club in Easton, MA and assistance on the Visitor Center competition for Boston Common entitled "On Common Grounds."

Previous Experience

1988 - Present	William Fleming Associates Project Manager
1987 - 1988	Plymouth Architects, Inc. Site Planner & Designer
1986 - 1987	Briggs Engineering, Inc. Designer
1985 - 1986	Jenespa Designer

Education

1985	M.A., Landscape Design The Conway School of Landscape Design
1975	M.A., Music Tulane University
1971	B.A., Sociology/Environmental Design University of Manitoba

WFA

Catherine B. Clarke

Catherine Clarke joined the firm in 1988 as a project designer. Her prior experience as a designer includes the design and construction of several large scale private residences. These projects encompassed a variety of landscape materials as well as complex, detailed woodland and seashore planting designs. Her responsibilities at William Fleming Associates include design and coordination on Gatehouse Condominiums, Fall River; Upton Technology Park, Lot #1, Wilmington; David Fisk House Condominiums, Framingham; Scituate Country Club, Scituate; Glen Ridge Health Care Center Courtyard, Malden; and a private estate in Concord for which she has field responsibilities.

Previous Experience

1988 - Present	William Fleming Associates Designer
1986 - 1988	Private Practice Design and Construction
1986	Continental Construction Company Installation and Construction Maintenance
1981 - 1987	ComWeb Graphics Graphic Designer and Proofreader

Education

1989	Certificate, Landscape Design Radcliffe Seminars
1981	Bachelor of Arts, English Syracuse University

Memberships

BSLA - Student Chapter
Radcliffe Seminars

Arnold Arboretum

New England Wildflower Society

WFA

P R O J E C T L I S T

CLIENT

PROJECT NAME

PGA Realty Trust

Upton Technology Park
Site Identity Program
Wilmington, MA

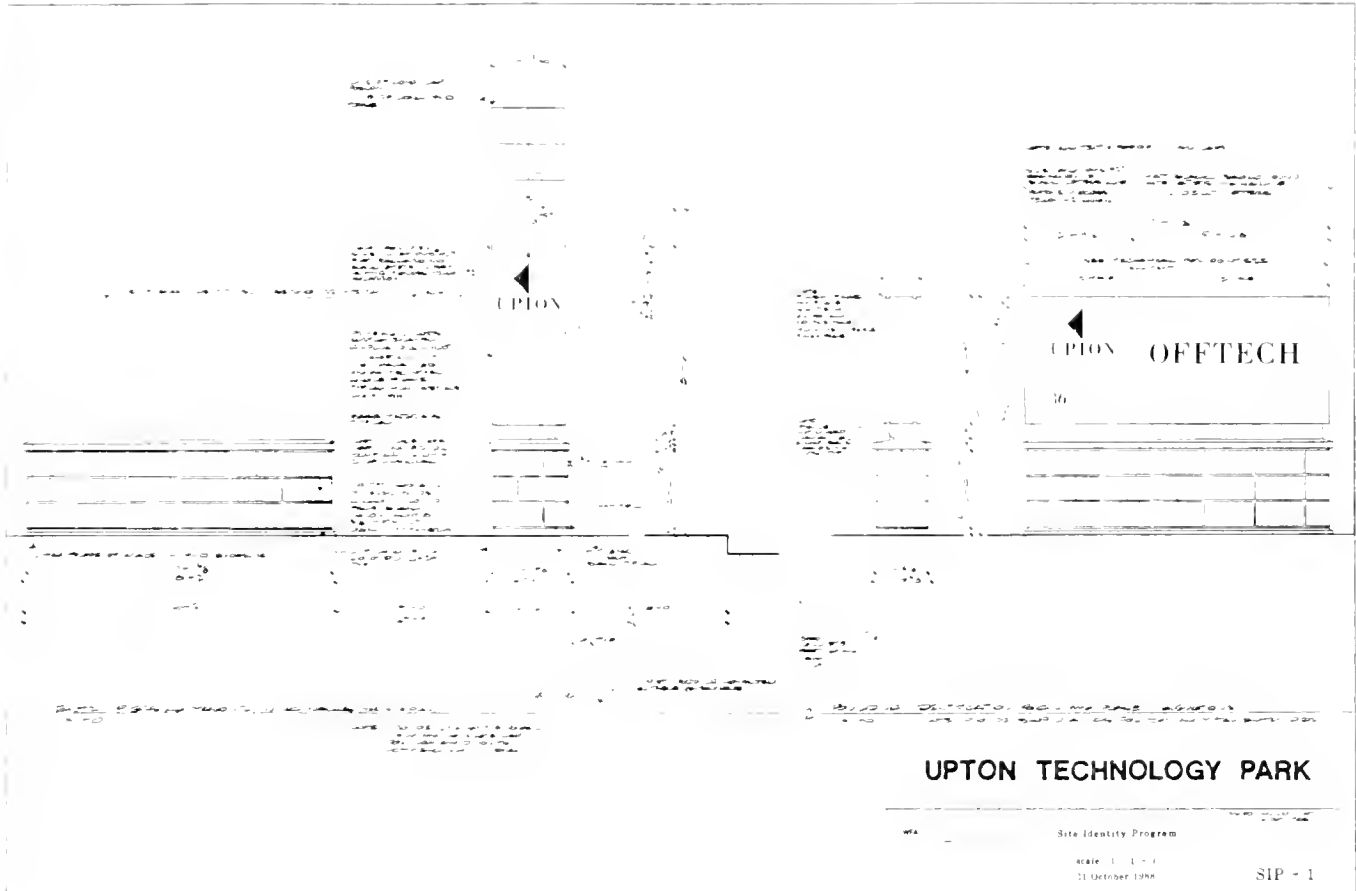
Humbert & Barnes

Captains' Quarters
Housing Renovation
Hyannis, MA

The Chiofaro Company

Westborough Technology Park*
Site Identity Program
Westborough, MA

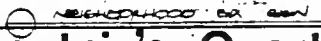
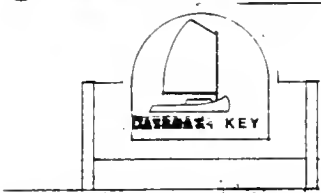
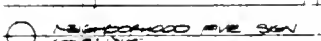
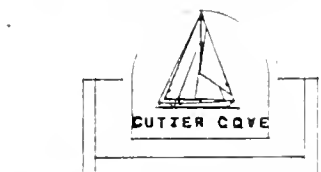
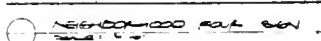
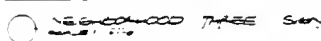
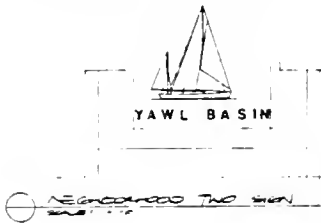
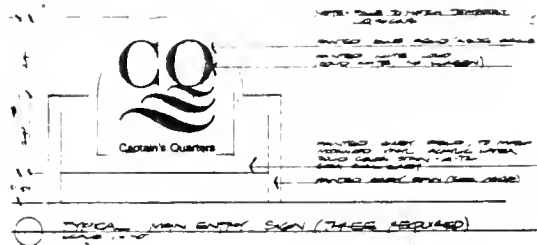
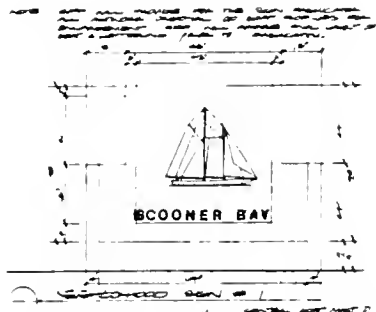
*work performed at Vesti Design International.



WFA



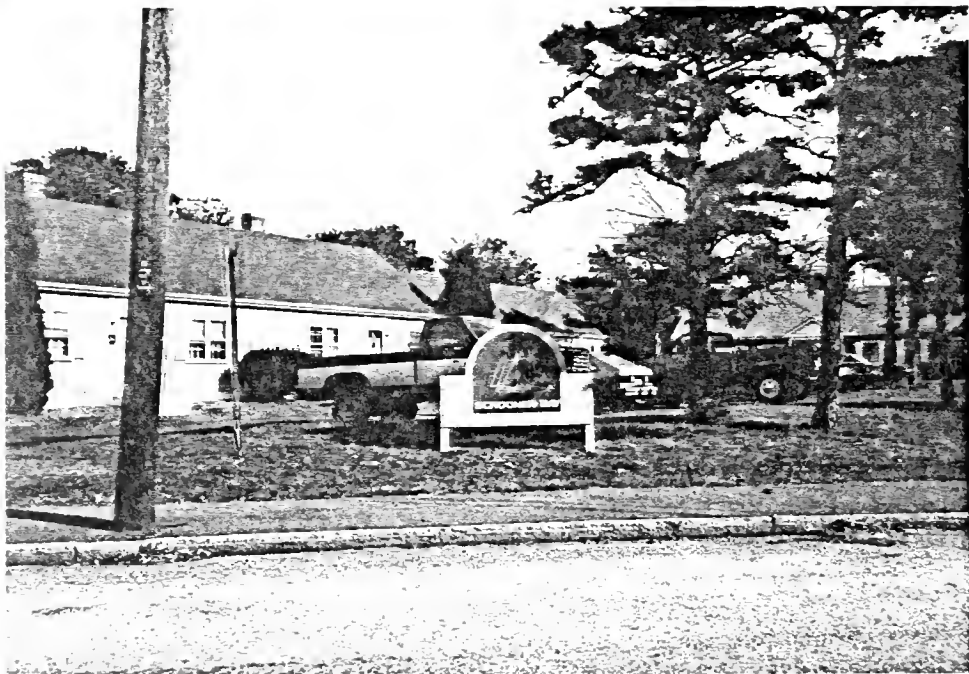
CAPTAIN'S QUARTERS - HOUSING RENOVATION
HYANNIS, MASSACHUSETTS



Captain's Quarters

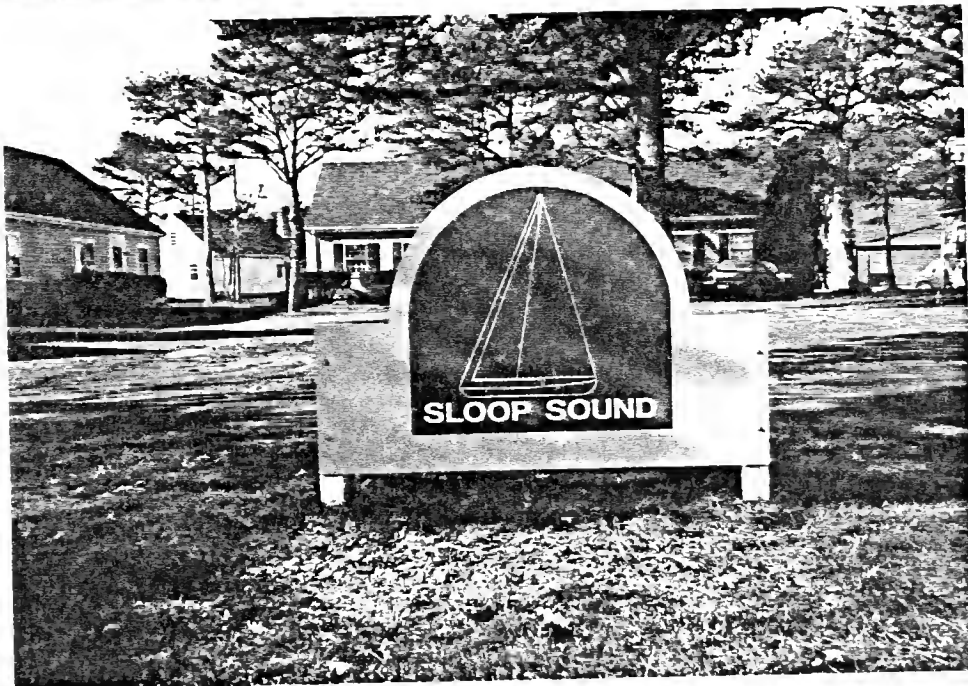
William John Fleming Architect & Landscape Architect

WFA



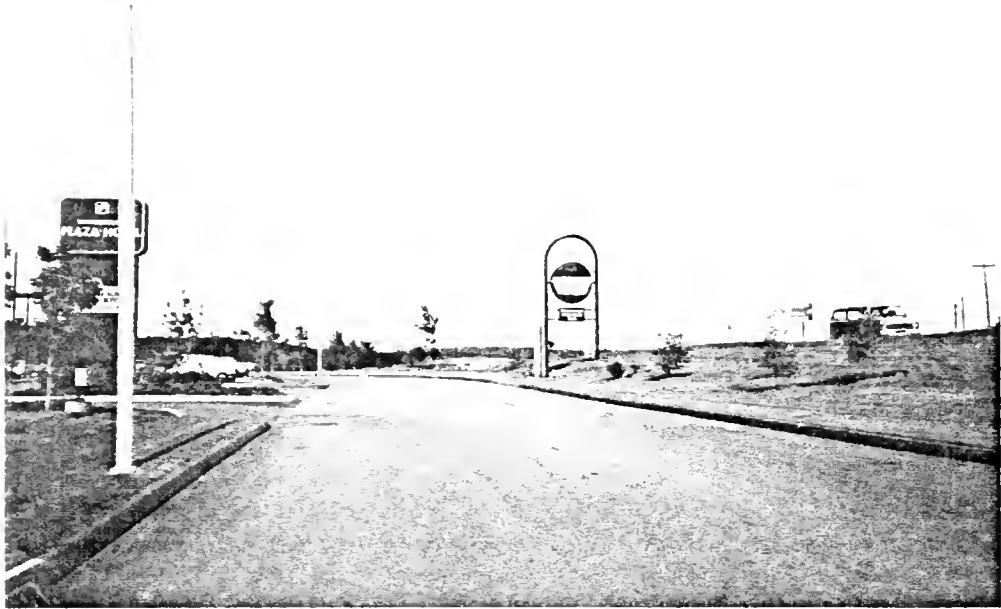
CAPTAIN'S QUARTERS - SITE SIGNAGE
HYANNIS, MASSACHUSETTS

WFA



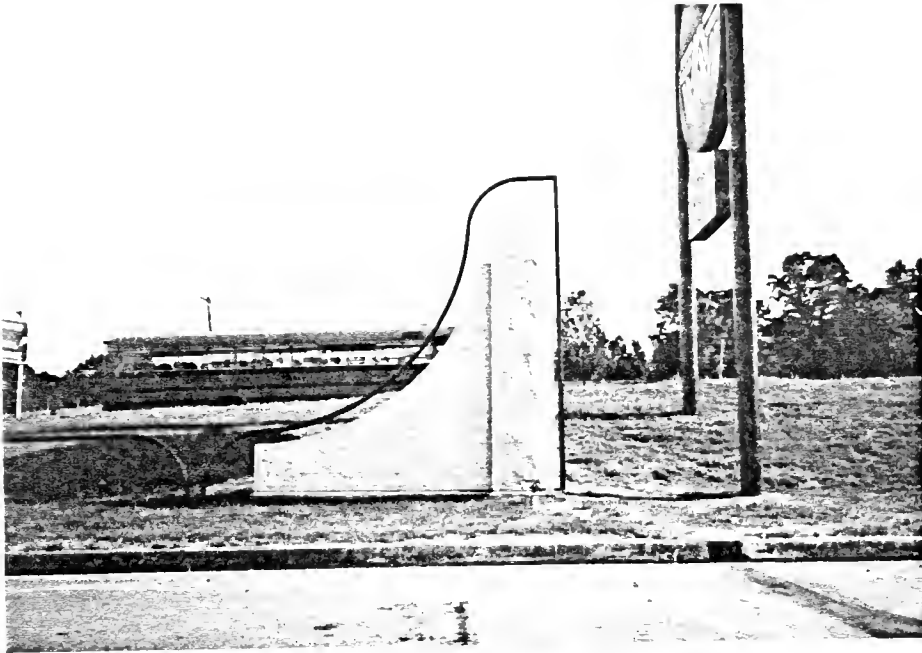
CAPTAIN'S QUARTERS - SITE SIGNAGE
HYANNIS, MASSACHUSETTS

WFA



WESTBOROUGH TECHNOLOGY PARK - SITE IDENTITY PROGRAM
WESTBOROUGH, MASSACHUSETTS

WFA



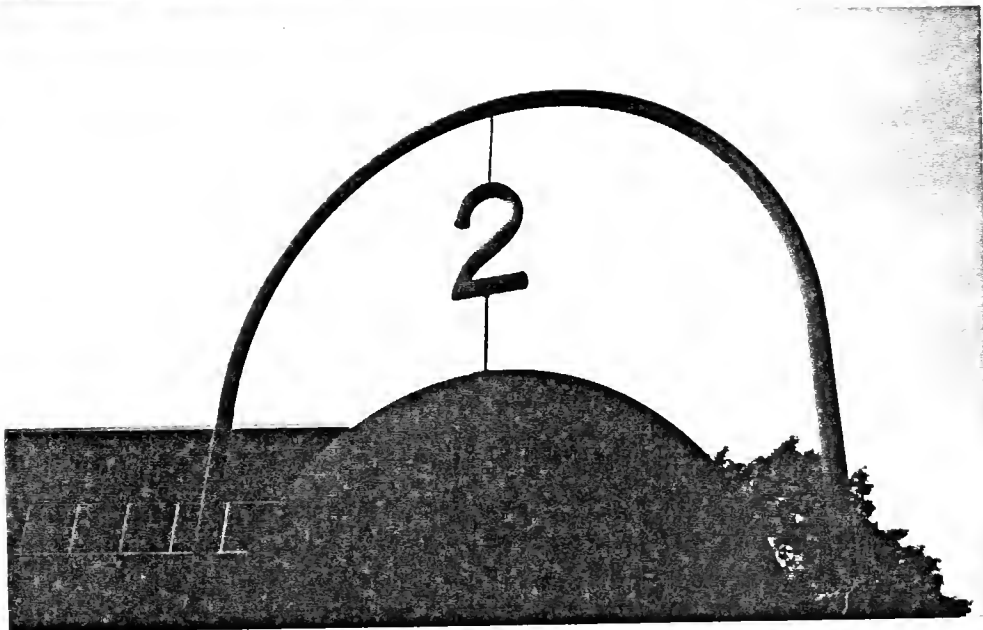
WESTBOROUGH TECHNOLOGY PARK - SITE IDENTITY PROGRAM
WESTBOROUGH, MASSACHUSETTS

WFA



WESTBOROUGH TECHNOLOGY PARK - SITE IDENTITY PROGRAM
WESTBOROUGH, MASSACHUSETTS

WFA



WESTBOROUGH TECHNOLOGY PARK - SITE IDENTITY PROGRAM
WESTBOROUGH, MASSACHUSETTS

WORK PERFORMED AT VESTI DESIGN INTERNATIONAL

William Fleming's participation in the design and project management of an interesting number of complicated art work programs can only be briefly illustrated in the next few pages as many of the projects are of a highly sensitive nature and cannot be shown. The examples herein represent project experience requiring total environmental design to fully integrate the art work in its setting.

For many years, Wayne Andersen has provided professional art acquisition consulting services to individuals, corporations, and public agencies. After receiving his Ph.D. in Art History and Archeology from Columbia University, with his dissertation on Paul Cézanne and a string of exhibitions and publications to his credit, Andersen was appointed Professor of the History, Theory, and Criticism of Art and Architecture at Massachusetts Institute of Technology. During his tenure there, he authored three books on art history, directed numerous exhibitions, and was Visiting Professor at Yale and Harvard. A teacher of both art history and environmental studies, Andersen was also a design critic in architecture studios, and a frequent lecturer at universities and museums in this country and abroad.

A private practice in consulting meshed logically with Andersen's academic career when, in 1964, American Express Company engaged him to evaluate and enhance its New York World's Fair Pavilion; from 1967 to 1971, he was consultant to the Boston Redevelopment Authority on public art and environmental design; and in 1974, when he formed the renowned art collection of the Federal Reserve Bank of Boston, Andersen's consulting practice had grown to full professional status.

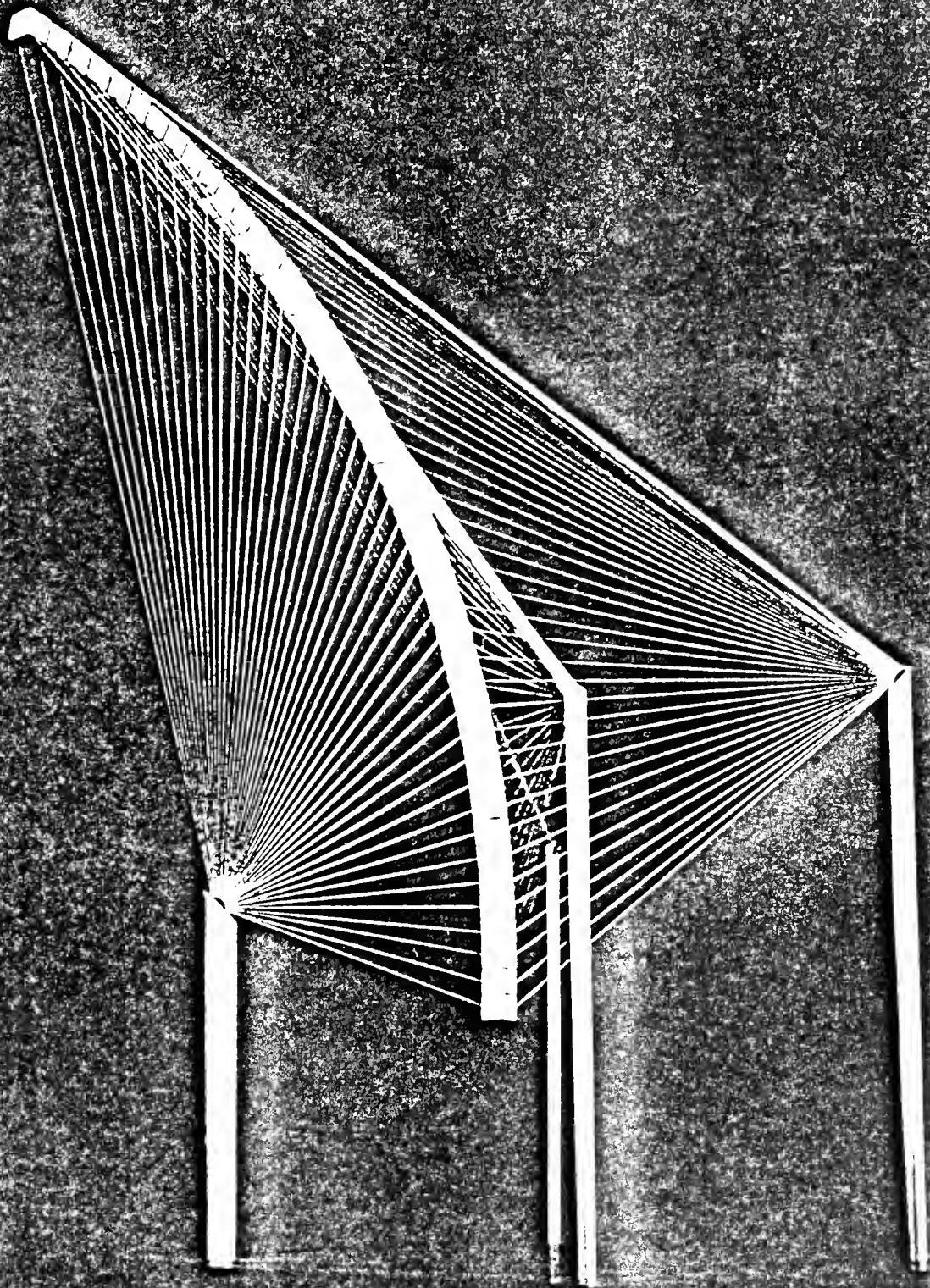
In 1978, Andersen's major clients included AT&T and IBM Corporation; and in 1979, he added Bechtel Corporation; in 1983, the list of top-ranked corporate clients grew to include Wells Fargo Bank, Northrop Corporation, International Data Group, Standard Oil of California; and Bolt, Beranek, and Newman. Via his association with Bechtel, Andersen became art and environmental design consultant to the Ministry of Defense and Aviation of Saudi Arabia and to Saudi Arabian Basic Industries Corporation.

In 1979, Wayne Andersen founded Vesti Corporation, a fine arts management firm that supports his consulting with fully integrated design and technical services. Under Andersen's direction, Vesti also produces the design and fabrication of art which is integral to architecture, but which is not typically classified as fine art. Vesti's professional goal is to work with corporate and private clients in making art and design decisions, and developing art programs that express the quality, intelligence, integrity, and values of both the art and the client.

Vesti develops art programs to meet the requirements of diverse companies, small and large, in the United States, Europe, and the Middle East. Like the client organizations, the collections vary in size and emphasis. Some focus on regional art

strengthening the link between business and community; others reflect the national or international scope of the company. Many corporations acquire predominantly contemporary art, reinforcing a progressive image; others choose instead more traditional or historical art, emphasizing continuity with the past history of their geographical base or corporate origin. Whatever their specific character, the collections that Vesti assembles represent in a distinctive way the client's commitment to an aesthetically rewarding workplace and to promoting the visual arts.

Vesti is independent of the art market, not an art gallery or a dealer. It is, rather, an acquisitions firm with free access to the world art market. And Vesti's services extend beyond developing programs, making recommendations, and acquiring the client approved art. It extends to integration of its services with the architect—working in concert, so that the art Vesti acquires or commissions becomes one aspect of the environmental whole. Throughout this brochure, the variety of art testifies to Vesti's ability to provide personalized service. Quality is our common denominator; but quality art is as variable in style as is the roster of clients we serve—and service is Vesti's business.

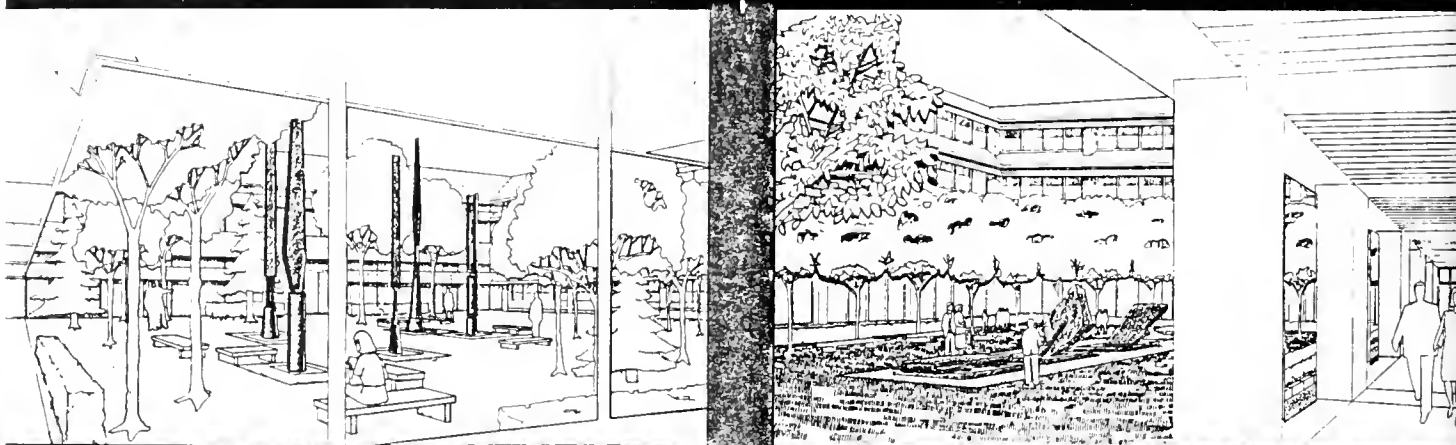
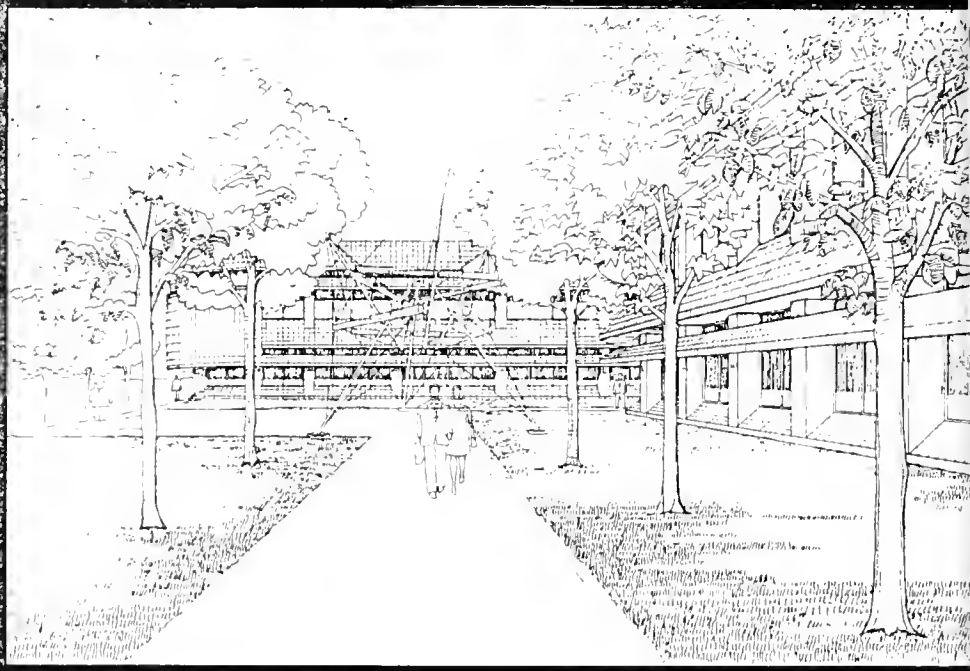


EXAMPLE OF PUBLIC AND CORPORATE ART PROGRAMS
VESTI CORPORATION - BOSTON, MA

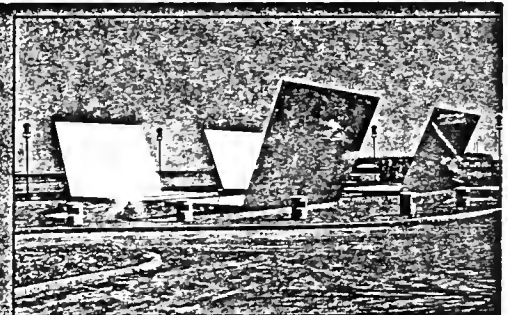
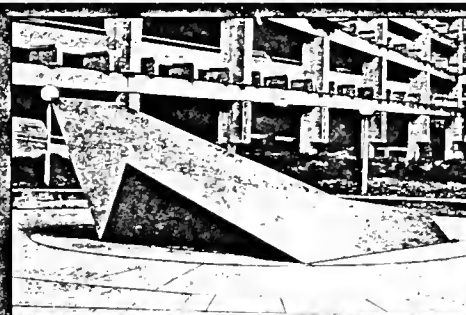
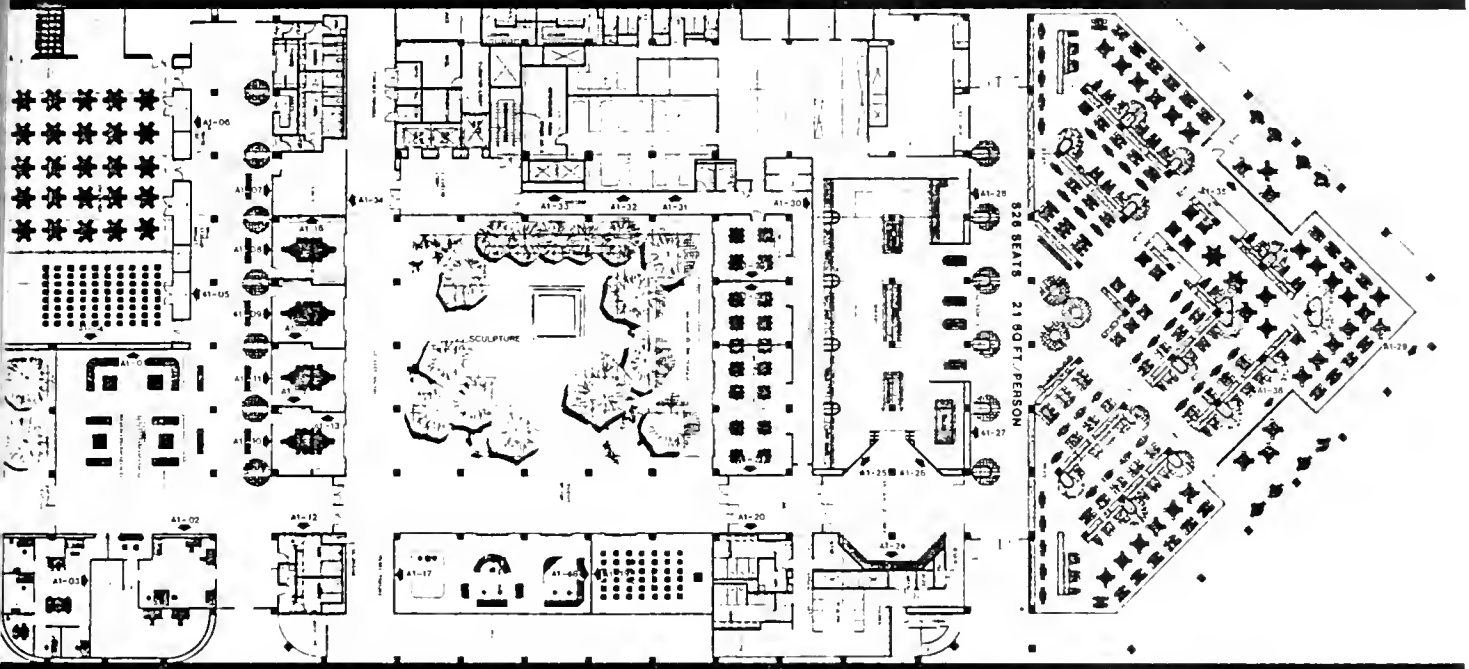
- ☐ Consultation to corporations on art programs and acquisitions.
- ☐ Integration of art with interior and exterior architecture.
- ☐ Management of large scale art competitions and implementation management.
- ☐ Technical services: framing, shipping, registration and installations.
- ☐ Development of programs for in-house art administration.

Vesti has been privileged to provide collaborative art consulting services with the following:

Philip Johnson and John Burgee
 I.M. Pei and Partners
 Gensler and Associates
 Hugh Shubbins and Associates Inc.
 Environment Planning and Research, Inc.
 Haines Lundberg Washen
 Marcel Brauer Associates
 Edward Larabee Barnes Associates
 MBT Associates
 Minoru Yamasaki and Associates
 Hellmuth, Obata and Kassabaum
 Rogers, Burgin, Sheline and Deschamps



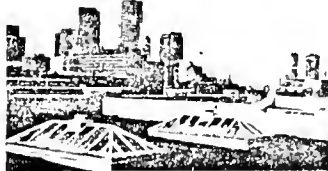
28-29
 Typical Vesti presentation
 panels illustrating
 alternative sculpture
 proposals for two
 courtyards



17
A commissioned work that combines sculpture, water, and restful seating highlights the pedestrian corner of 56th Street and Madison Avenue in New York City. It is part of IBM's public amenity program and is one of many works of art which Vestri has commissioned or acquired for IBM at its various locations.

18
This sculpture, commissioned for the Boston Redevelopment Authority, City Center Plaza, is set in contrast to the traditional architecture of the civic parking garage to ameliorate its harsh and functional geometry.

19
At India Wharf in Boston, this modern sculpture creates a sense of expansiveness and welcome to sea, sky and land. This is one of several projects commissioned by Vestri as art consultant to the Boston Redevelopment Authority.



laughlin/winkler

205 A street

fort point channel

boston ma 02210

617 268 1370

Celebrating our seventh anniversary, Laughlin/Winkler is an award-winning graphic design firm that also offers writing, photography and production services.

Over the years, we've become best known for our work with the architectural, interior design, engineering and building industries although we also have worked for a wide range of corporations and not-for-profit organizations.

From revitalizing the images of established companies to defining images for younger ones and shaping the look of their marketing communications, our clients come to us for the unique precision and systems philosophy we embrace.

We've received many awards for our work on the local, regional and national level. Last year, several of our graphic design systems were published in the book, "Letterheads: A Collection From Around The World". Previously, our work for the well-known theatrical director Peter Sellars at the Boston Shakespeare Company was placed in the Library of Congress and included in the American Institute of Graphic Artists Annual.

We are members of the Creative Club of Boston, the Society of Marketing Professional Services and the American Institute of Graphic Artists.

The firms we currently work with or have done projects for include:

Shepley Bullfinch Richardson + Abbott
Wang Computer Company
Stubbins Associates
Cutler Associates
William Fleming Associates
Tocci Construction
Cannon Inc.
Harvard Software Inc.
The Music Theatre Project
Stopfel Miller
Powers and Company
Boston Shakespeare Company
Haley + Aldrich
Lawrence Linder Associates
Jump Productions
Serena Hazard Custom Textiles
The Heller Company, Inc.
Candace Whittemore Lovely
Copley Fleming Associates
Captains Quarters Condominiums
R W Electronics Inc.
Notter Finegold and Alexander
Daylor Consulting
TRO/The Ritchie Organization
Crowley Engineering Inc.
Center for Executive Development
Harvard Radcliffe Office for the Arts
Different Tastes
Sasaki Associates
Manning Linder Associates
A Street Frames
Tapis International
S.G. Striberg
Boston Survey Consultants Group
The Shelburne Gallery
Bindas Studios
Boemer Associates
Cornucopia Restaurant
Pro-Tection National Inc.
The Greek National Theatre
Boston Society of Architects
Art Directors Club of Boston
Schwartz Shaw and Griffith
Ginsburg and Hallowell



laughlin/winkler

205 A street

fort point channel

boston ma 02210

617 268 1370

MARK J. LAUGHLIN

1976 BFA

Southeastern Massachusetts University
North Dartmouth, MA

1978

Kunstsgewerbeschule
Basel, Switzerland

ELLEN K. WINKLER

1976 BFA

Southeastern Massachusetts University

1978 MFA

Yale University
New Haven, CT

Employment

S/Q Design & Architecture
Newton, MA

E. Winkler - 1979-81
M. Laughlin - 1980-81

Laughlin/Winkler

1981 - Present

Awards

AIGA - American Institute of Graphic Arts
Creative Club of Boston
Art Directors Club of Boston
Library of Congress

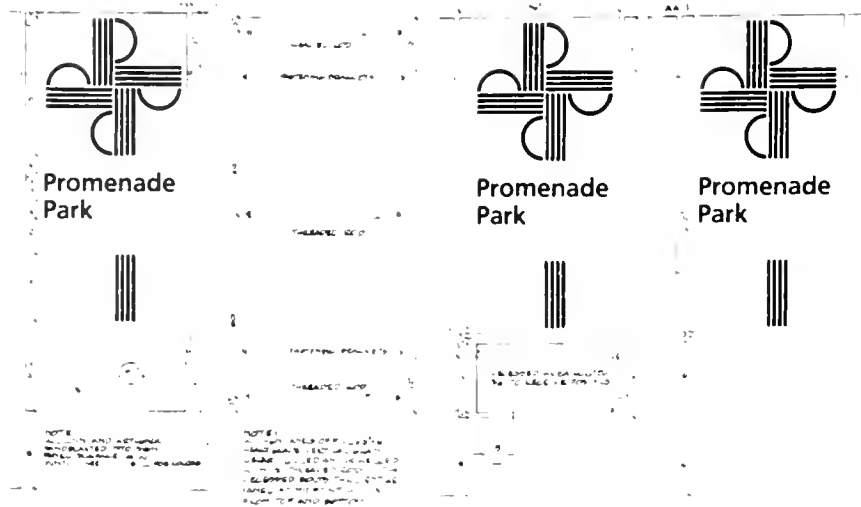


27 Jan 1984

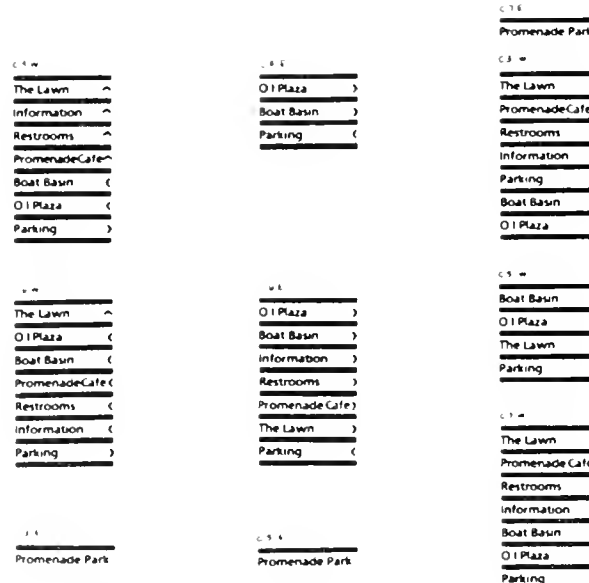
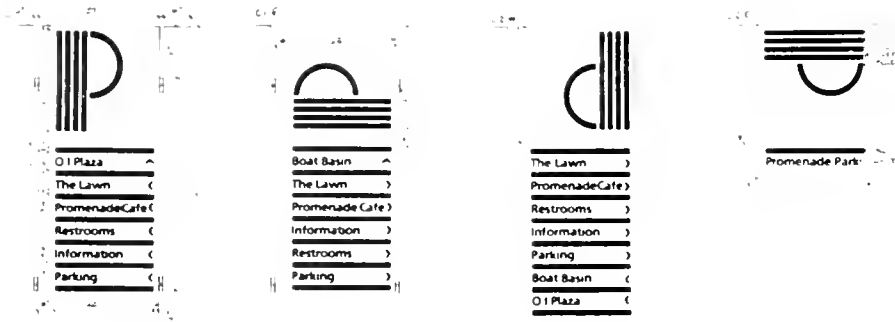
MAJOR USE AREA SYMBOLS



SIGN TYPE B - MAJOR USE AREA IDENTIFICATION



1 TYPE A ONLY SUBSTATION
2 TYPE B ONLY CASE
3 TYPE C ONLY CASE



1 TYPE A ONLY SUBSTATION
2 TYPE B ONLY CASE
3 TYPE C ONLY CASE

Kuwait Waterfront Project

for
The Municipality of Kuwait
P.O.Box. 10, Kuwait



MAJOR USE AREA
SYMBOL



BEACH SYMBOL



RELATED ACTIVITIES



SIGN TYPE A - WATERFRONT MAP

Kuwait Waterfront Project

for

The Municipality of Kuwait

P.O.Box. 10, Kuwait

ACTIVITY SYSTEMS



CAFETERIA



PLAYGROUND



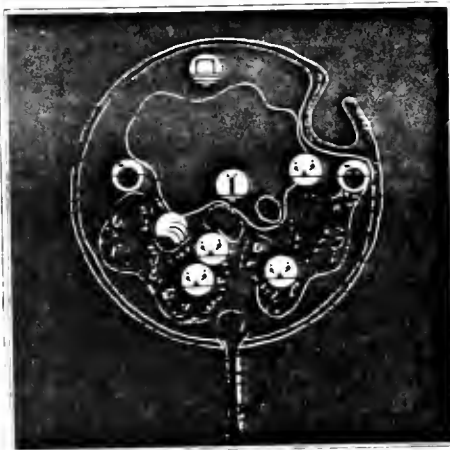
AMPHITHEATER



OBSERVATION TOWER



SERVICE CENTER



210cm x 210cm

Kuwait Waterfront Project
for
The Municipality of Kuwait
P.O.Box. 10, Kuwait



2.0m x 1.50m

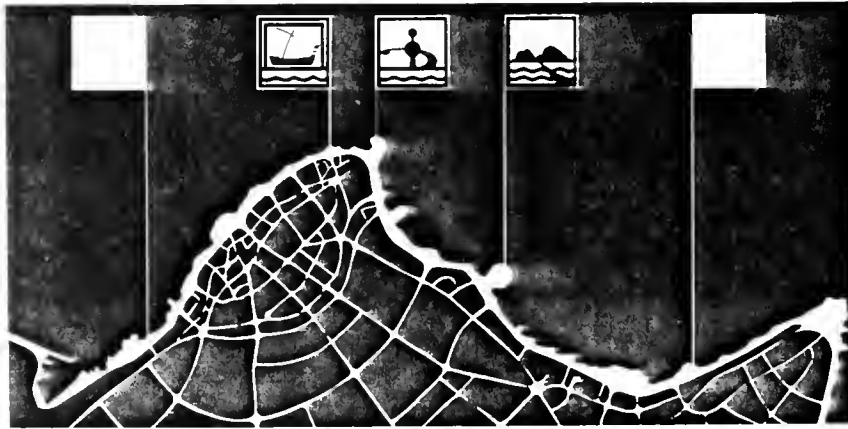
SIGN TYPE D - DIRECTIONAL SIGN

Kuwait Waterfront Project

for

The Municipality of Kuwait

P.O.Box. 10, Kuwait



1 Waterfront Directory



2 Attachment Detail/ Section

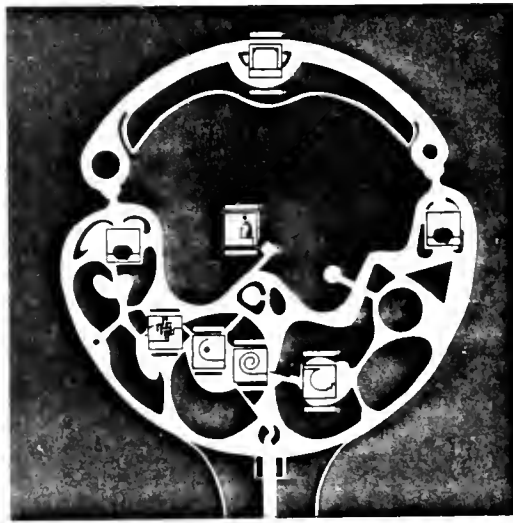
Kuwait Waterfront Project
for
The Municipality of Kuwait
P.O.Box.10, Kuwait



M Kuwaiti Theatre



O No Swimming



1 - Area Map / Green Island

Kuwait Waterfront Project
for
The Municipality of Kuwait
P.O.Box. 10, Kuwait



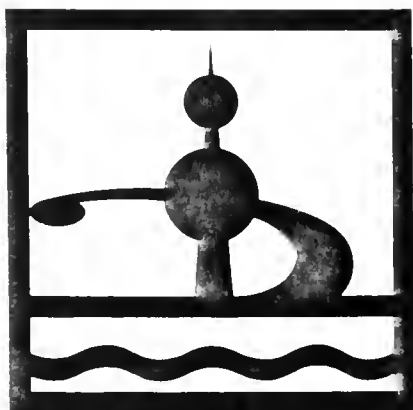
1 Green Island

4 Detail/Section

Kuwait Waterfront Project

for

The Municipality of Kuwait
P.O.Box.10, Kuwait

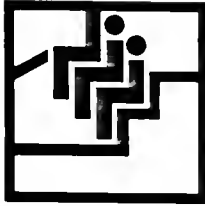


Towers

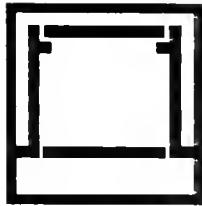


3 Dhow Museum

Kuwait Waterfront Project
for
The Municipality of Kuwait
P.O.Box.10, Kuwait



A Amphitheatre



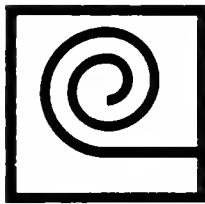
B Service Center



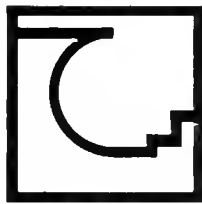
C Observation
Tower



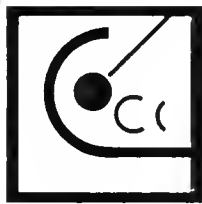
D Food Service



E 'The Coil'

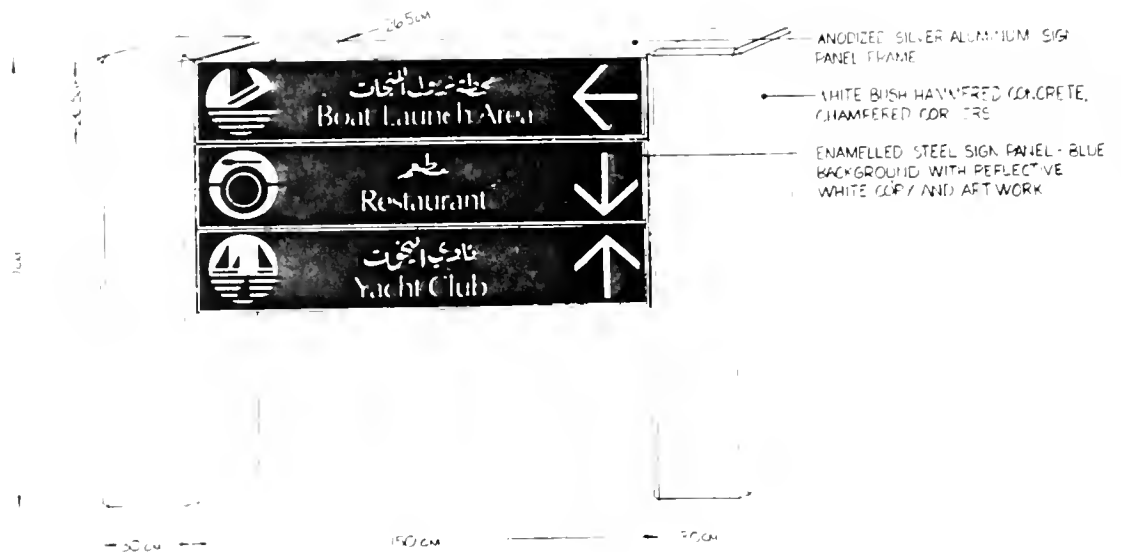


F 'The Cave'



G 'The Pendulum'

Kuwait Waterfront Project
for
The Municipality of Kuwait
P.O.Box. 10, Kuwait



Kuwait Waterfront Project

for

The Municipality of Kuwait

P.O.Box. 10, Kuwait



50cm x 100cm
SIGN COLUMN



100cm x 100cm
WASH RECEPTACLE



100cm x 100cm
-JULIART

FACILITY SYMBOLS

REGULATORY SYMBOLS



SIGN TYPE F · FACILITIES AND REGULATIONS

DESCRIPTION OF BUSINESS

Malyszko Photography is a commercial studio offering photographic services to the advertising, graphic design and publishing industries.

Begun as a sole proprietorship by Michael Malyszko in 1978, the business expanded to a partnership between Michael and his business agent, Judith Hughes, in 1988. The 1800 square foot studio, located on South Street in the Leather District of Boston, provides full studio capabilities in three formats (35 mm, 2½ and 4x5) and on site black & white film processing and printing to the highest standards. A full time photographic assistant accompanies Mike on location shoots (representing approximately half of the business) and assures that the studio remains open for support services even during the principals' necessary absences.

Mike's clients represent the best in New England advertisers, agencies and publishers and include the following: Prime Computer, Digital Equipment Corporation, New England Telephone, NYNEX, Stride Rite, Bank of Boston in the first category; Altman & Manley, Cabot Advertising, Hill Holiday, Connors, Cosmopulos, and Ingalls/Quinn & Johnson in the second; and American Way, Cooks, and Walking magazines and Little Brown and Houghton-Mifflin in the latter.

Mike shoots both products and people both in the studio and on location. His travels have taken him to the Caribbean, Italy, France, Switzerland, Brazil and Egypt. He manages a small, selective group of stock images himself, as well as being represented by Stock Boston in Boston, Massachusetts and Leo deWys in New York, New York.

As is evident from any review of Mike's work, his creativity combines a sharp sense of color with a critical ability to design in the camera. Whether shooting animate or inanimate objects, Mike bathes his subjects in the best light and captures them in an evocative moment.

MICHAEL MALYSZKO

1973 BA
University of Pennsylvania

JUDITH E. HUGHES

1972 BA
University of Pennsylvania

1977 MALD
Tufts University - Fletcher School of Law and Diplomacy

Memberships

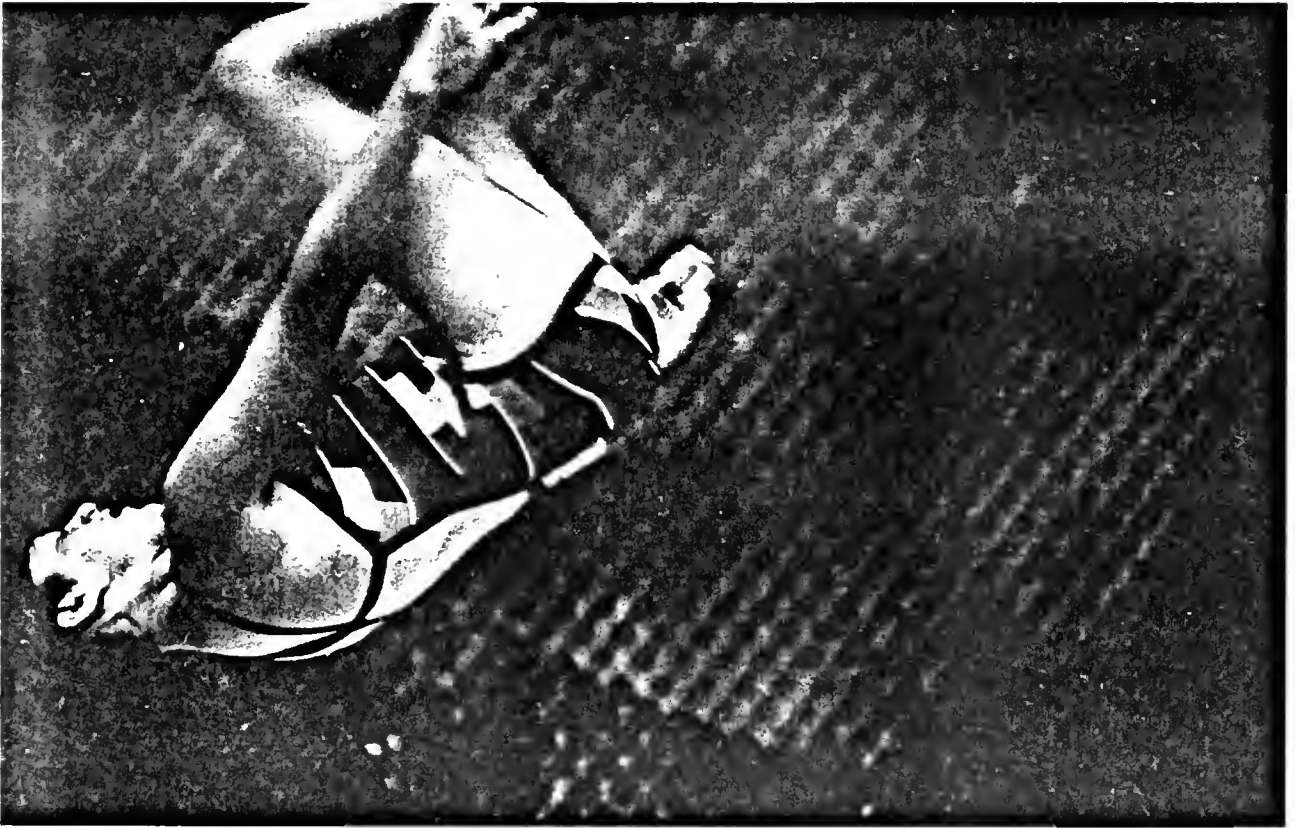
American Society of Magazine Photographers
Photographic Resource Center

Awards

CLIO
Andy
Hatch
Creative Club of Boston

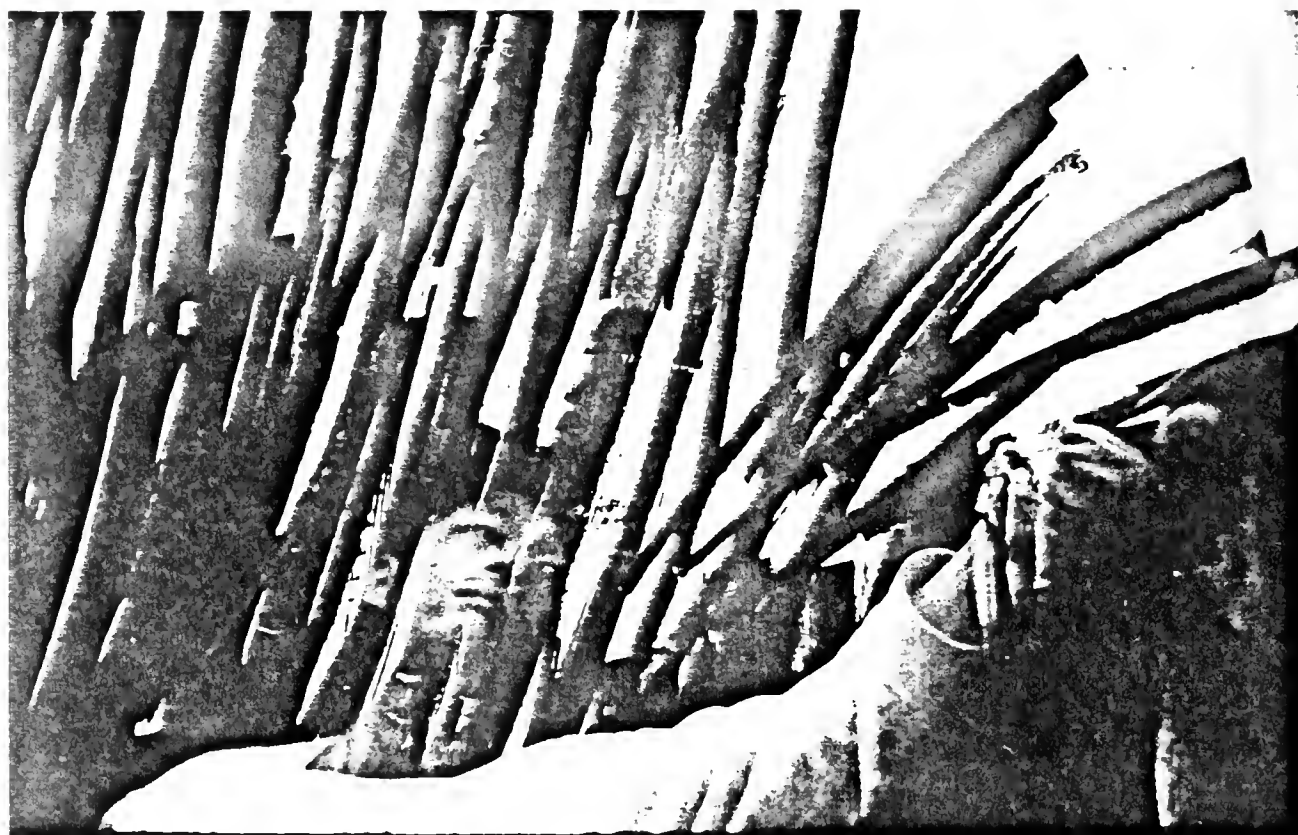
Published

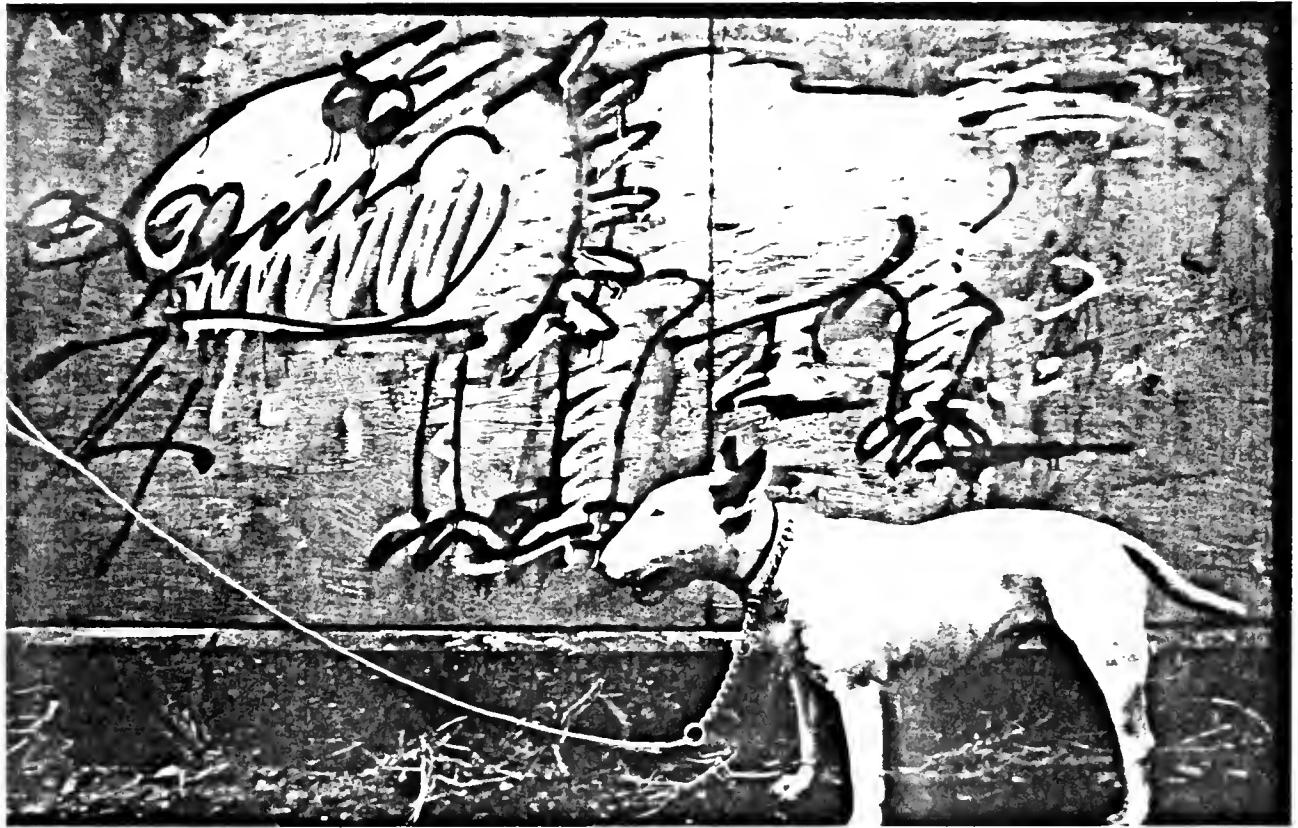
Communication Arts
Photographic Design











12/6/88

William Fleming Associates
15 Stone Avenue
Winchester, MA 01890

Reference: Phone request, 12/5/88

Harborwalk, Phase I Sign System

Dear Bill,

PM Designs' qualifications in designing and producing sophisticated environmental graphics are comprehensive. We have handled projects like Beth Israel Hospital (4,500 signs, 58 sign types), all of the Harvard Health Plan centers, a 500,000 volume library at Bucknell University (2,600 signs, 21 sign types), and numerous smaller systems, such as the menu panels and backlit transparencies for the Au Bon Pain stores. Also, locally we have completed the new corridor signage for the 82 floors of the Prudential apartment towers.

We typically use innovative materials, like anodized aluminum, and complex layered graphics to add visual depth and levels of information to a system.

Our client list is extensive, and includes top corporations like Digital, IBM, and Northrop.

We feel our expertise, especially in materials and production techniques, would be an asset to your team, and we look forward to working with you on the initial package for the Harborwalk Phase I Sign System through to actual production if we (your team) are awarded the job. Please let me know how I can be of further assistance in developing strategies or concepts!

Best regards,



Philip C. Manker, Jr.

PCM/plp



CORPORATE PROFILE

PM Designs, Inc.

■ *Professionals*

■ *Services*

■ *Project Highlights*

■ *Client List*

We are an integrated design and high-tech fabrication group.

We incorporate a sophisticated technological vocabulary to create an aesthetic package which is unique and client-specific.

We offer a special range of services. We help our clients identify their broad communications objectives; we design a forceful statement of those objectives; and we execute that design with precision.

We are proud of our ability to work within constraints-whether of form, function or time, and still generate a strong visual expression.

PROFESSIONALS

Philip C. Manker, Jr. -Industrial Designer/Principal

B.A. Trinity College

Certificate, Boston Architectural Center

M.I.T., study in applied engineering

I.D.S.A., S.E.G.D.

Peter R. Thibeault -Industrial/Exhibit Designer

B.I.D., Rhode Island School of Design, University of Rhode Island,
graduate studio program in fine arts

Chairman, I.D.S.A., Boston

Werner Newberger -Electro-Mechanical Engineer

B.S.M.E., C.C.N.

Pratt Institute, graduate work in computer and exhibit design

U.S. Patent #3582927, power network display panel

Daniel Cuetara -Graphic/Exhibit Designer

B.A., Economics, University of Massachusetts/Amherst

Graphic Design Certificate, Massachusetts College of Art, A.I.G.A.

Peter A. Chevako -Illustrator/Exhibit Designer

B.F.A., Illustration, Rhode Island School of Design

Guggenheim Foundation Fellow, 1988

Stephen C. Moore -Industrial Designer

B.F.A., Industrial Design, Massachusetts College of Art,

I.D.S.A.

Brian Labrecque -Industrial Designer

B.F.A./B.I.D., Rhode Island School of Design

Todd Wise -Product Designer

B.A., Industrial Design, Purdue University

Rhode Island School of Design, graduate study in ceramics, I.D.S.A.

SERVICES

Design

Turn-Key industrial and graphic design, with specialization in corporate communications, including trade show booths, sales centers, point-of-purchase displays, marketing / sales aids and tools, interior sign systems, murals, and special effects for advertising photography. Support typography, illustration, model making, and packaging.

Production

Integrated capabilities for all aspects of custom fabrication, including: spray lacquering, silkscreening, photostat, CNC machining, heat-forming, welding, assembling, and storage, in state-of-the-art plastics, metals, woods, and composites. Follow-through from concepts to final product, including electrical and electronics assembly, interactive video, and multi-media(A/V) coordination. Neon, laser and fiber optics expertise.

Staff

Full time staff of 15 artists and craftspeople skilled in all aspects of custom design and production, as outlined above. The same team that conceives and designs a project also is directly involved in its production. This hands-on approach yields extremely high quality results due to the pride of individual craftsmanship. Nothing is lost in the translation of a concept into reality because the same PMDI team does it all, and this total vertical integration makes PM Designs, Inc. a unique resource.

Facilities

15,000 sq. feet on 3.5 floors in a single centrally located building. Complete facilities for design (10 workstations, materials library, MAC II, laser printer, FAX, etc.) and production (spray booths, darkrooms, wood and metal shops, assembly areas for exhibits as large as 40' x 60' x 14'H , showroom).

Full loading dock, freight elevator, and storage capacity.

PROJECT HIGHLIGHTS

Sign Systems

Bertrand Library/Bucknell University, Shepley Bulfinch - architects

Complete environmental graphics system development and fabrication. 2,400 signs from stack flag-mounts to 4-layer floor directories on hardwood plinth bases. Stepped top + lefthand edge layers of acrylic plaques are color-coded to 5 floor levels. Suspended overhead panels use expanded poly-styrene honeycomb core, colored nylon-coated cable. Elevator directories have sliding inserts to accommodate stack location changes.

Beth Israel Hospital

Total environmental graphics package, with 54 sign types(6,000+ signs), incorporating a proprietary laser-cut press-fit lens and frame with Lexan insert (type *PMD 402*) for security and clean appearance. Multi-layer graphics in three chroma ranges and custom computer-cut type coordinate this sign system with the interior environment.

Haworth Furniture Showroom

Custom dimensional logo signage using black acrylic/brushed chrome composite. Second-surface photo lamination, indirect neon edgelighting, and computer-cut vinyl letterforms are special techniques used in a graphics wall defining corporate purpose and identity.

Exhibits/Displays

Old State House/National Park Service

Bicentennial exhibition with large freestanding acrylic cases (truncated obelisk configurations) with cherry wood bases, floating objects for 360 degree perspective. Project encompassed planning exhibit format and writing text, designing, producing, and installing exhibit, custom fixtures, and graphics over a one year period. The exhibit occupies four main rooms and six anterooms on two floors in an historic building (12,800 square feet).

Massachusetts Horticultural Society

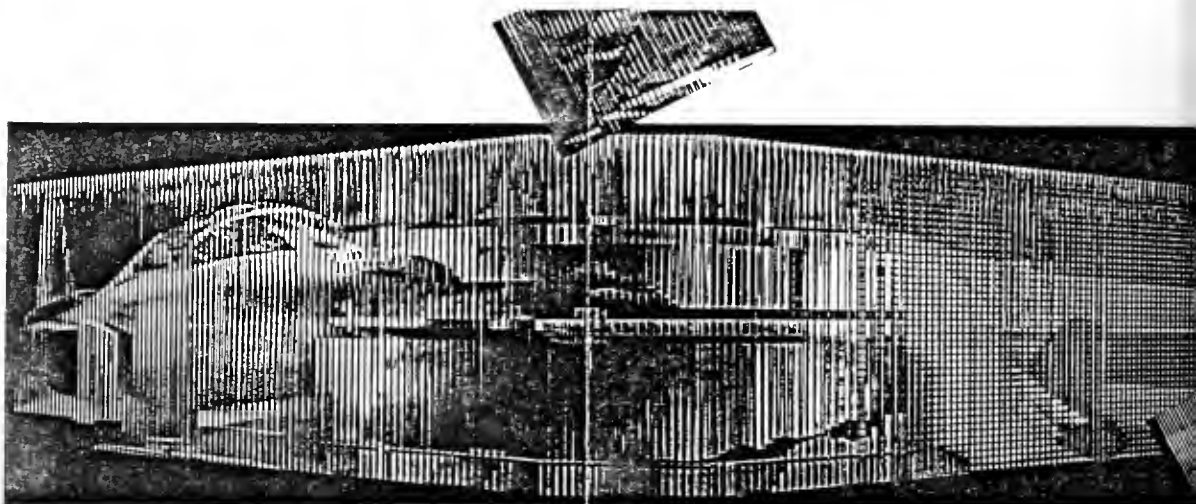
A traveling 20'W x 20'L x 10'H educational exhibit on the many techniques of plant propagation. Tubular steel structure snaps together. Acrylic graphics panels in four color silkscreen. A model day lily bed, macro CIBA enlargements, and integrated lighting accent the layered hierarchy of information. Walk-through traffic flow increases viewer involvement. Knock down and setup in two hours. Twelve ABS plastic cases hold exhibit, which can be transported in a standard van.

The Ingraph is a photomonic artwork combining three images painted on serrated axes behind a wall of clear acrylic columns. The columns create a brilliant promiscuous effect, selectively transmitting imagery specific to the viewer's line of sight.

The Ingraph is dynamic. As the viewer moves, the panorama unfolds, transforms and is resolved in continuous and exciting illusions.

The Ingraph is ideal in spaces that facilitate traffic flow. In lobbies, corridors and reception areas, it creates a surprising interplay between the image, the environment and the individual.

The Ingraph is an architectural element. The installation of PM Designs project 504, for a major aerospace corporation, spans a screen wall separating a reception area with intersecting elevator lobby from executive office suites.



Radiation Therapy



CLIENT LIST

Analog Devices
Analogic Corporation
Apollo Computer
Au Bon Pain
Bain and Company
Bank of Boston
Baxter Travenol
B.B.D.O
Beth Israel Hospital
Bolt, Beranek and Newman
Boy Scouts of America
Chevron
Codex Corporation/Motorola
Computervision Corporation
Congoleum Corporation
CU Insurance
Cullinet
Data General
Digital Equipment Corporation
Fidelity
General Cinema
GE
Genrad
Harvard Health Plan
Harvard University
Hasbro
Haworth
Herman Miller
Honeywell
IBM

John Hancock Mutual Life
JMB Realty Corporation
Kendall Company
John F. Kennedy Library
Keystone Companies
Kloss Video Corporation
Litecontrol corporation
MACOM
Massachusetts Horticultural Society
Massachusetts Port Authority
Millipore
National ParkService
New England Mutual Life
Newsweek
Northrop Corporation
Parker Brothers
Polaroid Corporation
Richardson-Smith, Inc.
Seattle First National Bank
Shepley, Bulfinch, Richardson and Abbott
Spaulding and Slye
Standard Oil of California
Teradyne
Thinking Machines Corporation
Travelers
Unitrode Corporation
Wang
Warburton's
WCVB-TV/Metro media
Wells Fargo

Additional Information Requested
Budget and Time Frame



HARBORWALK - PHASE 1 SIGNAGE SYSTEM

Boston Redevelopment Authority, Stephen Coyle, Director



WILLIAM FLEMING ASSOCIATES

architect / landscape architect

Laughlin / Winkler
graphic designer

Malyszko Photography
photographer

PM Designs, Inc.
exhibit designer

WFA

21 February 1989

Ms. Emel Hadzipasic, Senior Planner
Harbor Planning and Development
One First Avenue (Building 34)
Charlestown Navy Yard
Boston, MA 02129

RE: HARBORWALK, PHASE I SIGNAGE SYSTEM

Dear Ms. Hadzipasic:

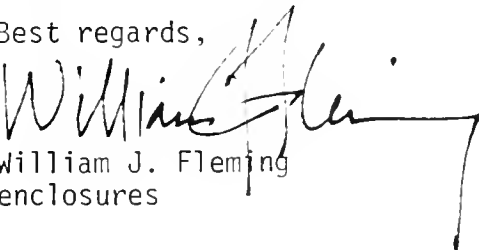
William Fleming Associates is pleased to submit the additional information requested in your letter of February 13 indicating that our firm has been shortlisted for the Harborwalk, Phase I Signage System project.

We look forward to our March 2nd interview at 11:45 a.m. in the Charlestown Navy Yard. WFA has assembled firm principals who, in fact, will be design team members. The principals will participate in all phases of research, master planning, design and construction documentation necessary to produce the appropriate materials to bring the Harborwalk Signage System project on budget and on schedule.

The firm principals of Laughlin/Winkler, Malyszko Photography and PM Designs, Inc. have developed a professional working relationship over many years and for this exciting program offer a few unique contributions in the research and planning process as well as a design/build fabrication option in the Construction Document phase.

I appreciate your consideration of this talented group of professionals who seek to assist the Boston Redevelopment Authority and the City of Boston in the revitalization of public access to the inner harbor.

Best regards,

A handwritten signature in black ink, appearing to read "William J. Fleming", with a long horizontal flourish extending to the right.

William J. Fleming
enclosures

WFA

PROJECT SUMMARY

William Fleming Associates is pleased to be associated with Laughlin/Winkler, graphic designers, Malyszko Photography, and PM Designs, Inc., exhibit designer for the design of the Harborwalk Phase I Signage System. I feel the team assembled best represents the necessary skills and experience required to provide the signage concept for Harborwalk to its highest and best potential. The ability of the team to not only create clear, evocative and appropriate graphics, but to test and prototypicalize complex kiosk/display exhibits enables the team to plan the future "state of the art" sign systems. All members of the design team are deeply committed to producing exciting and innovative work worthy of such a major and important feature of the inner harbor's continuous public walkway.

The following illustrates the highlights that our design and planning team bring to the Harborwalk project.

PHASE I. Research and Information Analysis

Photographic survey of existing conditions and signage. This visual survey will incorporate all items listed in Task #6 as well as a chapter on the creative aspects of the people - residents and visitors alike - living and working adjacent to and enjoying the experience of Harborwalk. This visual inventory can include 35 mm aerial photography if the BRA's existing information does not include this perspective. WFA, if deemed desirable by the BRA, would consult with Alex MacLean, Landslides, 25 Bay State Road, Boston, MA 02215.

Selective recording of existing sign systems, sign types, typography, color, images and information structures with regard to sign systems in targeted cities in the USA and abroad. The purpose is to document the most advanced and publicly acclaimed sign systems appropriate to the Harborwalk project. We intend to identify a survey of current information kiosks that could be utilized as "creative/fun/education/ experiences enclosed in attractive structures in a dynamic setting. Our team's experience in highly technological displays will be extremely important in contacting progressive members of the technological community with whom we will request association both in programming as well as possible contributors of components for the proposed future kiosks.

Development issues. WFA intends to consult with Halcyon Ltd., real estate advisors, 1 Union Place, Hartford, CT 06103 - Lyle Folkestad, Project Manager - to assist in a brief survey pinpointing development opportunities and impact areas affecting the Harborwalk neighborhoods.

WFA

Page Two

PHASE II. Draft Master Plan

The design team will graphically demonstrate our photographic survey/creative report, our educational kiosk and development analysis, in addition to the in depth urban design studies of the draft master plan. Complete familiarity with the city, its infrastructure and history will be demonstrated. WFA has worked on some of the largest design planning and art projects as design coordinator and is experienced in working with many consultants and agencies.

PHASE III. Schematic Design

All planning and design team members shall participate in initial brainstorming sessions for the logo.

PHASE IV. Design Development

The design team will prepare the necessary coordination and integration of information, clearly illustrating the design of the sign system for public presentation. Our design team has demonstrated this ability on numerous occasions, both graphically and verbally.

PHASE V. Construction Documents

The design team is composed of a registered architect, registered landscape architect, a professional photographer, graphic designers and an exhibit designer with a proven track record in the fabrication and installation of complicated signage and art work programs. During this phase we will provide a full sized sample sign mock up for BRA review. PM Designs, Inc. will also prepare, if desired by the BRA, a design/build proposal which will include all aspects of Phase VI, Supervision of Production, and Phase VII, Supervision of Installation.

PHASE VI and PHASE VII WFA will, along with members of the design team, complete the necessary construction administration tasks. However, as designers, we can only observe the work in progress to determine if it meets the conditions and schedule of the contract documents.

Note: 50% of the \$5,000 Design Fee Contingency shall be utilized, if approved by the BRA, for the use of Landslides for aerial photography and the use of Halcyon Ltd. as a real estate/development advisor.

WFA

BUDGET AND TIME FRAME

Both budget and schedule are dependent upon a reasonable adherence to the scope of work and approval process. Details are as follows:

F E E S U M M A R Y

Total Professional Fees \$ 42,500

Total Reimbursables \$ 7,500

TOTAL PROJECT COST \$ 50,000
(Design Contingency) (\$ 5,000)

T I M E F R A M E

Phase I - Research and Information Analysis

Tasks 1, 2, 3, and 4 - (1) week. Cost: \$ 7,500
Tasks 5, 6, 7 - (3) weeks. Time: (4) weeks

Phase II - Draft Master Plan

Tasks 1, 2, and 3 - (2) weeks. Cost: \$ 10,000
Tasks 4, 5, 6, and 7 - (4) weeks. Time: (6) weeks

Phase III - Schematic Design

Tasks 1, 2, and 3 - (3) weeks Cost: \$ 5,000
Time: (3) weeks

Phase IV - Design Development

Tasks 1, 2 and 3 - (2) weeks Cost: \$ 12,500
Tasks 4, 5 and 6 - (2) weeks Time: (7) weeks
Tasks 8, 9, 10 and 11 - (2) weeks
Tasks 12 and 13 - (1) week

Phase V - Construction Documents

Tasks 1 through 6 - (4) weeks Cost: \$ 7,500
Time: (4) weeks

TOTAL TIME FRAME - 6 MONTHS

TOTAL FEE - \$ 42,500

HARBORWALK PHASE I SIGNAGE SYSTEM
ORGANIZATIONAL CHART
DESIGN TEAM

BOSTON REDEVELOPMENT AUTHORITY
Stephen Coyle, Director
Emel Hadzipasic, Senior Planner

BRA BOARD

TRANSPORTATION LIAISON COMMITTEE

HARBORPARK ADVISORY COMMITTEE

BOSTON ARTS COMMISSION

WILLIAM FLEMING ASSOCIATES
William J. Fleming . Principal/Project Manager
Catherine B. Clarke . Job Captain

MALYSZKO PHOTOGRAPHY
Michael Malyszko

LAUGHLIN/WINKLER
Mark Laughlin
Ellen Winkler

PM DESIGNS
Phil Manker

WFA

AFFIRMATIVE ACTION STATEMENT AND AFFIRMATIVE ACTION PLAN

William Fleming Associates is currently composed of 66% women. As a principal in other design firms, William Fleming has always promoted equal opportunity. These firms have included women in the design and management of the firm solely on a "qualification basis."

WFA is in the process of initiating a proposal of community service education programs through a prominent sports figure to help students in the minority community. There is quite a bit of work to do to implement this program and its success will not be known for some time. This effort should be considered one "plan" to assist minority groups.

Breakdown of Employees () = total employees in firm.

William Fleming Associates (3)

Nancy F. Fleming - Office Manager

Catherine B. Clarke - Landscape and Graphic Designer

Laughlin and Winkler/Graphic Design (3)

Ellen Winkler - 50% Owner

Malyszko Photography (3)

Judy Hughes - Business Manager/Agent

PM Designs - (10)

3 women

2 minorities

REFERENCES

For William Fleming Associates:

Mr. Peter Crocker

PGA Realty Group
565 Turnpike Street, Suite 80
North Andover, MA 01845
(508) 975-0506

For Laughlin/Winkler:

Ms. Diane Ludman

23 Ware Street #2
Cambridge, MA 02138
(617) 864-3096

Mr. Hugh Shepley

Shepley Bulfinch Richardson
Abbott Architects
40 Broad Street
Boston, MA 02109
(617) 423-1700

For PM Design Inc.:

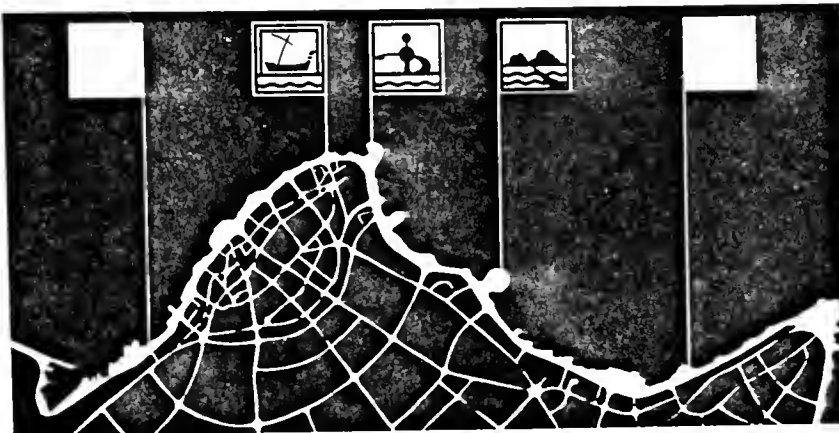
Mr. Steve Goldstein

Digital Equipment Corporation
85 Swanson Road
Boxborough, MA 01719
(508) 264-5374

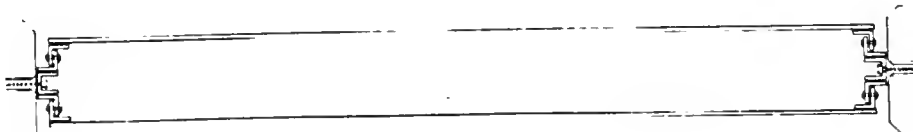
For Malyszko Photography:

Mr. William Monaghan

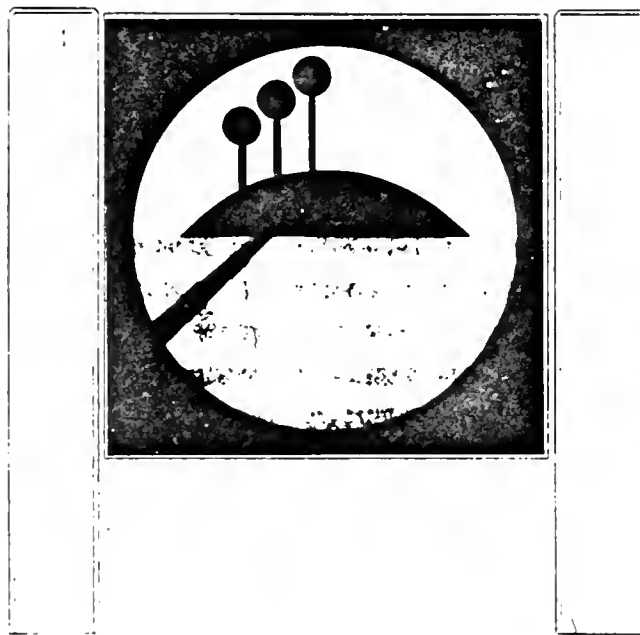
Associate Creative Director
Cabot Advertising
One Constitution Plaza
Charlestown, MA 02129
(617) 242-6200



1 Waterfront Directory



2 Attachment Detail/ Section

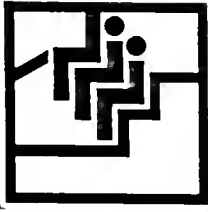


20cm x 10cm

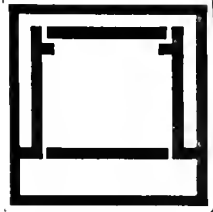
MAJOR USE AREA SYMBOLS



SIGN TYPE B - MAJOR USE AREA IDENTIFICATION



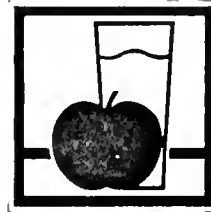
A Amphitheatre



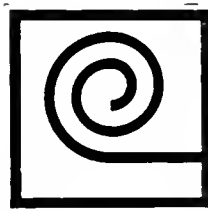
B Service Center



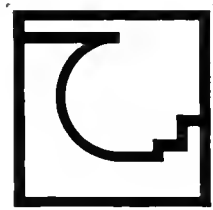
C Observation Tower



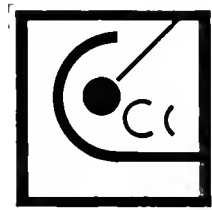
D Food Service



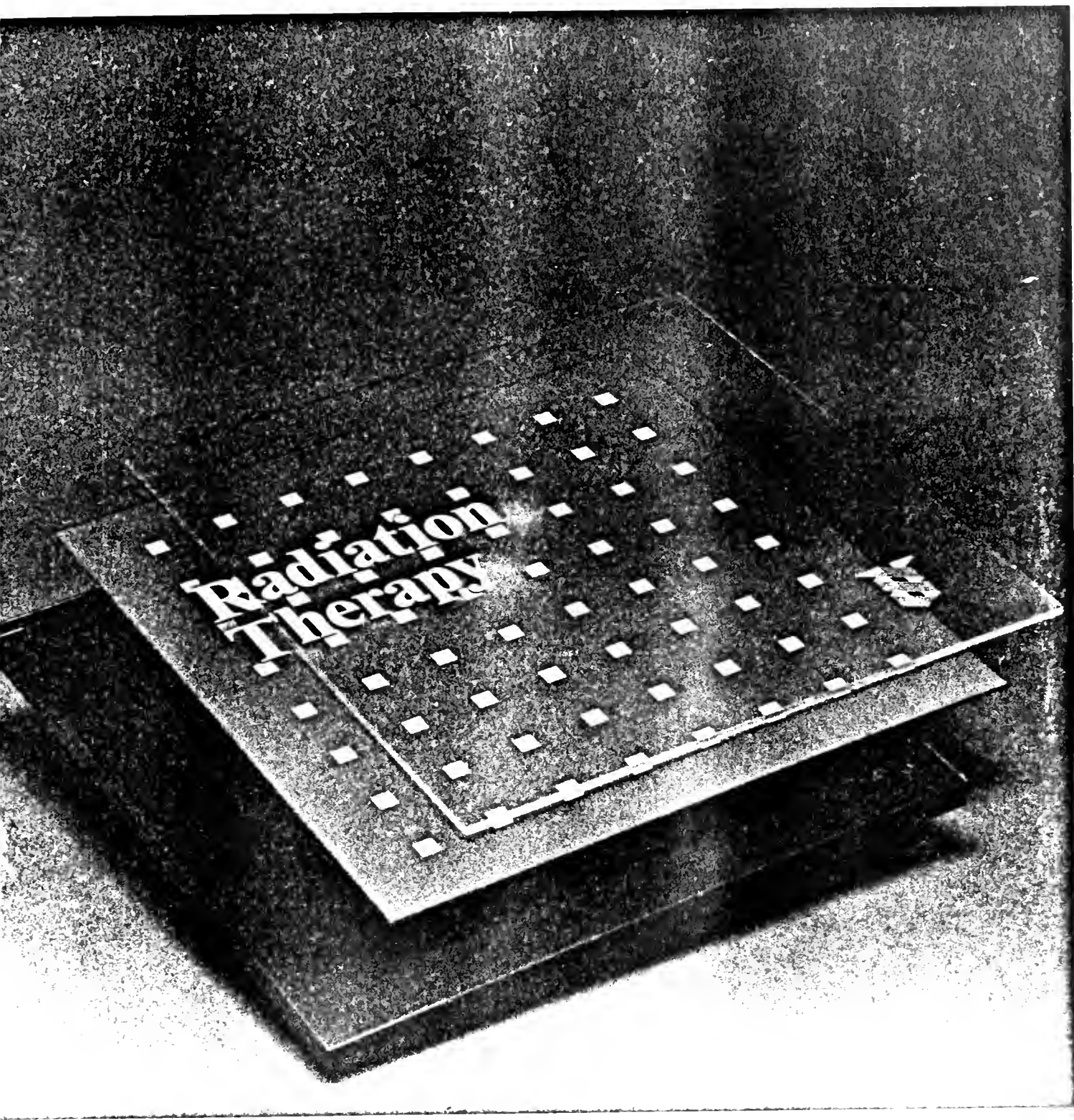
E 'The Coil'



F 'The Cave'



G 'The Pendulum'



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